

New York City and vicinity: Fair. Highest temperature near 80. Moderate to fresh northerly winds. Yesterday's temperature range to 9 p.m.: High 80, low 72.

# THE WALL STREET JOURNAL.

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## Pigskin Predicament

### Pro Football Does Fine But Fears Congress Will Pull an Upset

Player Draft Aids Competition But Is It Legal? The Lions Roar in the Cash Box

More Customers Than Seats

BY DAN CORDTZ

Staff Reporter of THE WALL STREET JOURNAL

DETROIT—Pro football, once the unloved and impecunious "tough guy" of sports, now strides a dozen cities as the very image of the polished and profit-making businessman. But at this moment of its success—as has happened to other industries before—its euphoria is disturbed by the trustbusters.

Today in Washington a House Judiciary subcommittee headed by New York City's volatile Democratic Rep. Emanuel Celler, which is seeking a way out of the confusion created when the Supreme Court decided that baseball is the only professional sport now exempt from anti-trust restraints, will begin hearing the success story of the pigskin tycoons—and their fears for the future.

One measure of football's move up in the business world is attendance. An average of 35,434 fans paid their way into each of the National Football League's 72 games last year (total: 2,551,263). That's a smashing 40% gain from the average 25,355 attendance back in 1950, the first year of operation after merger of the old National League and the post-war All-American Conference (total 1950 attendance, for 78 games: 1,977,753). And it puts to shame the 13,400 average attendance of the 16 major league baseball clubs last year.

Better than Baseball

The baseball pros, of course, have watched their total audience dwindle 5.4% since 1950 and a calamitous 21% from record 1948, and have been forced into a frantic scrambling of franchises—three teams have migrated thus far, two more are deemed certain to abandon New York, and rumors persist that both Cincinnati and Cleveland may be deserted before many more years.

By contrast, only one National Football League franchise has shifted since 1950. Commissioner Bert Bell, boss of the League, says "all but one or two" of the teams made a profit in 1956 and the exceptions suffered only token losses. Aggregate net earnings after taxes for the 12 clubs last year were \$600,000, no vast riches but a solid showing. The league's most successful team (financially) was the Detroit Lions, who netted \$119,000 or \$26.38 a share.

This picture of prosperity, and a touching plea that Congress enact legislation permitting it to continue, is scheduled to be presented this morning to the House subcommittee.

Heart of the anti-trust controversy is this: A player for a pro football team, when he signs a contract, must accept a "reserve" clause which forbids him to sell his services to any other outfit unless the first team releases him. Critics charge this reduces the player to peonage. Football officials plead that without it the wealthiest teams could conduct raids on the stars of other teams at the end of each season, thus would the rich get richer and the poor get poorer.

Indeed, Mr. Bell credits the reserve clause, and the college player draft system that goes with it, for all pro football's gains of recent years.

The football clause is considerably less binding than that of baseball, however. It works this way: Contracts are for one year, with an option on the following year. If the player signs another contract in the second year, he accepts the duty of serving a third year, and so on. If, however, the player wants to get away he can elect to play the second year under his option but without contract, and at the end of that time, he's a free agent. Time in military service also counts against the option, so most military veterans are also free to deal with whomever they choose.

Equalitarianism

Mr. Bell boasts the method of selecting new football pros from the flower of American college youth makes it impossible for any team to dominate the League as do the New York Yankees in baseball. This scheme, of non-competitive hiring was started in 1936 but clinched in 1950 with merger of the rival leagues.

At the close of each season, coaches and executives of the N.F.L. teams close themselves to conduct a "draft" of eligible college players. First there is a little lottery. One team, picked from the hat, gets first choice of the player it considers most promising. After this quick game of chance, however, everything is organized scientifically. The team with the worst record in the past season gets to pick a man, then the next worst team plucks one—and so on in reverse order of standings in the League. When all 12 have taken their first pick, they go round the circle again. The prospective players concerned have no say in the matter at all, if they want to play.

The result of this intentional leveling process, enthuses Mr. Bell, "is a league in which any team can beat any other team on a given day." This, he adds, is a far cry from the '30's when only four of the 10 teams then in the league ever had a chance at the title. In those days, before the draft was devised, each team scouted and bid for talent competitively—but most college stars refused to sign with any but the Chicago Bears, New York Giants, Green Bay Packers or Washington Redskins. In a league where the majority of the teams had no chance whatever against the top clubs, fans stayed away in droves.

"I will remember," Mr. Bell recalls ruefully, "the day in 1939, when my Philadelphia Eagles played the Brooklyn Football Dodgers before 100,000 empty seats in Philadelphia's Municipal Stadium. The advance seat sale was very small and when it rained on the day of the game the whole crowd was able to fit into the press box."

Defenders of the draft—be it peonage or not—proclaim that without it the League would not be so healthy and could not offer salaries

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## What's News—

### Business and Finance

**TIRE PRICES** will be marked up again this summer. Industry sources predicted general price increases for rubber products would result from the pattern-setting wage boost of about 6% agreed on by Goodyear Tire & Rubber Co. and the A.F.L.-C.I.O. United Rubber Workers. The Goodyear settlement provided for an immediate 14½-cent hourly pay boost for 24,000 union members at plants located in 11 cities.

The general wage hike was the largest granted to the Rubber Workers since 1946 when they won an 18½-cent advance. Last year, the union obtained a 6.2-cent hourly increase, plus a supplemental unemployment benefit plan costing the companies three cents an hour initially. Goodrich, Firestone, and U.S. Rubber are expected to reach similar agreements with the U.R.W.

General Electric faces an ultimatum for supplementary unemployment compensation. That will be the key point of proposals to be presented to the company next year by the A.F.L.-C.I.O. International Union of Electrical Workers. The union's contract with G.E. extends until 1960, but it provides for reopening in 1958 to discuss employment security. John Callahan, a top union official, said G.E.'s labor force is down nearly 11,000 from its peak, making action on the layoff benefit question imperative. He warned the I.U.E. might call a strike of 100,000 G.E. workers to back up its demands.

The Atomic Energy Committee of the House and Senate today will take up a recommendation by a Democratic-controlled subcommittee that the Administration be directed to build seven new nuclear reactors to produce electricity, and to study an eighth big one. The subcommittee's bill would decree Government construction of five reactors originally designed to be built by public power groups with Government financial aid. The measure would cut down on the funds sought to help out a private power group already building a reactor near Detroit—the Power Reactor Development Co., headed by Detroit Edison Co.

Oil companies probably will be given another chance to curb petroleum imports voluntarily. That's the recommendation expected to be made by a special Cabinet committee set up a month ago by President Eisenhower to determine whether rising crude imports "imperil national security" by hurting domestic producers. The Administration so far has relied on voluntary quotas to hold down imports.

Economic prospects were described by Commerce Secretary Weeks as "spotty." He mentioned several strong elements, noting that retail trade is about 5% higher than a year ago and plant and equipment spending is running ahead of the 1956 pace. On the other hand, he said, auto business is "not as energetic" as expected, though 1957 promises to be a better year for new car retailers than 1956. All in all, Mr. Weeks declared, present indications are that 1957 will add up to "the best year yet in the history of our economy."

Youngstown Sheet & Tube Co., fifth largest steel producer, netted \$3.29 a share in the second quarter, compared with \$3.09 in the preceding three months and \$3.34 in the second quarter last year. "Steel operations are continuing to drift downward as has been widely expected," said J. L. Mauthe, chairman. "It is estimated that July and August will be the low months of the year, with a recovery trend to be evident in September."

**Company Notes—**  
Atlantic Refining Co.—Proposes public offering, "sometime after the middle of August," of \$100 million convertible debentures. Most of the proceeds will be used to retire bank loans.  
Socony Mobil Oil Co.—Signed a \$45 million contract with a Swedish shipbuilding concern for five supertankers of 48,600 tons each. This brings to 16 the number of new tankers now being built or on order for Socony.

**Markets—**  
Stocks—Volume 1,840,000 shares. Dow-Jones industrials 515.61, up 0.05%; rails 152.22, up 0.44%; utilities 70.57, up 0.05%. London—Financial Times common share index 203.6, up 0.5.  
Bonds—Volume \$3,000,000. Dow-Jones 40 bonds 86.50, off 0.14; high grade rails 86.92, up 0.01; speculative rails 84.29, off 0.28; utilities 85.80, off 0.06; industrials 89.01, off 0.23.  
Commodities—Dow-Jones futures index 159.51, off 0.99; spot index 162.66, off 0.32.

**Earnings—**  
Quarter Ending 30: — Net Income — Per Com. Shr.  
American Chicle 1957 1956 1957 1956  
American Chicle 1,884,181 1,677,773 81.37 81.19  
Climax Molybdenum 4,398,495 3,719,391 1.71 1.44  
Commer. Solvent 328,664 711,470 .19 .36  
Coca-Cola 4,352,907 3,848,333 .47 .31  
Packard & Ford 989,048 742,912 .67 .51  
U. S. Gypsum Co. 10,547,396 11,655,401 1.31 1.36  
Aluminum Co. of Am. 36,038,979 46,615,304 4.17 4.21  
Con. Edison, N. Y. 26,775,899 22,629,948 2.04 2.00  
Southern Railway 17,444,018 19,636,167 2.43 2.39  
On shares at close of period. On present shares.  
(Today's Index on Page 2)

### World-Wide

A KNOXVILLE JURY CONVICTED seven segregationists for criminal contempt.

The all-white jury deliberated two hours and 20 minutes before returning its verdict which upset defense predictions of blanket acquittal. It found John Kasper and six Tennesseans guilty of trying to block integration at Clinton High School and acquitted four others. The Government previously had dropped its case against five additional defendants.

The case is regarded as the first major test of whether the Federal Government could enforce obedience of the 1954 school desegregation decision of the Supreme Court.

William Shaw, assistant attorney general of Louisiana, and Kasper's attorney promptly announced they would appeal for a new trial. Ross Barnett, ex-president of the Mississippi bar, said: "We will fight it out to the finish."

The judge held sentencing in abeyance pending the outcome of defense motions. The defendants face up to six months in jail or \$1,000 fines, or both.

**THE SENATE KILLED** two G.O.P. plans to retain civil rights enforcement provisions. The proposals would have softened provisions of the House-passed bill authorizing the attorney general to bring civil suits to enforce racial integration in Southern schools and public places.

By a 61-39 vote, the Senate threw out a plan by Sen. Bricker (R., Ohio) that action to enforce civil rights other than voting privileges be limited to cases in which the President directs the attorney general to proceed.

Also defeated was a proposal by Sen. Cooper (R., Ky.) to permit the attorney general to intervene in cases where an individual complains a conspiracy exists to deny him certain civil rights in defiance of a court order. The vote was 51-48.

The Senate's refusal to soften the provisions indicated a majority of Senators may vote to dump them completely. This would limit Federal enforcement authority to voting rights.

The Senate is due to vote today on section III giving the attorney general broad enforcement powers. G.O.P. leader Knowland conceded it is "quite likely" the section will be junked.

**THE HOUSE PASSED** a bill giving 518,000 postal workers a yearly \$546 pay raise.

The 379-38 vote sent the measure to the Senate, where a committee has been working on a smaller boost. It would raise Government costs an estimated \$318 million a year.

The vote was far above the two-third majority needed to enact the bill over a Presidential veto. Eisenhower has suggested he would reject the measure on the ground it is inflationary.

Chairman McClellan of the Senate investigating committee suggested such items as brassieres, radios, TV sets, milk stools and golfers' pants "were on hotel bills" turned in by United Textile Workers President Valente and Secretary-Treasurer Klenert. But a witness—Charles Emerson, one of the union's three international trustees—said he had never noticed such expense account items. Klenert told reporters he never bought a milk stool for anyone and never heard of a golfers' lamp.

British planes have scattered leaflets giving rebel tribesmen a 48-hour ultimatum—expiring this morning—to call off their revolt against the Sultan of Muscat and Oman. British jet craft are poised to stage an "armed demonstration" if the warning is rejected and will "shoot to kill" if the display proves ineffective. Some 1,500 rebels have seized 5,000 square miles of the Sultan's Persian Gulf sheikdom.

House G.O.P. Leader Martin said Eisenhower is "not entirely satisfied" with the modified Federal school aid bill but probably would accept it if Congress passes the measure. But Martin conceded "the outlook is not too good" for approval. The House, which opened debate yesterday, is expected to reject the bill.

Two Government health experts told House investigators they don't know yet whether filters in cigarettes do any good. They also testified tiny amounts of tars in cigarette smoke may be a clue to the apparent relationship between smoking and lung cancer. But so far, they added, scientists have not been able to isolate the dangerous tars.

A Danish freighter sailed out of the Suez Canal with cargo for Israel but minus an Israeli crewman. The ship's captain said he was "upset and astonished" Egyptian police did not return the sailor to his vessel. Egypt said he was arrested Monday because he was taking photographs of the canal and acting "suspiciously."

Four vice presidents and the secretary-treasurer of the Bakers Union demanded that President James G. Cross resign. The group, in a telegram to Cross, charged his "evasive and dishonest performance" before the McClellan committee "exposed your unfitness" to hold office.

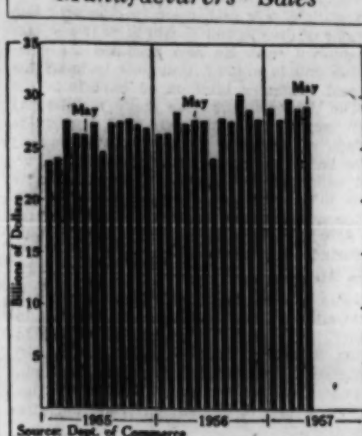
The Army cut its September draft call to 8,000 men, compared with 11,000 for August. The reduction is in line with a 50,000-man Army cut announced a week ago by the Pentagon.

The burned-out wreckage of a U. S. Navy plane which vanished last Friday with 11 men aboard was located on a mountainside in northern Italy. A ground party reported there were no survivors.

Israel told the U. S. tension is mounting along the Israeli-Syrian border. Israel has filed a U. N. complaint charging Syria with violating an armistice between the two nations.

If Americans don't eat less, the average man will weigh 370 pounds and his wife 348 pounds by 2057, an expert told a meeting of macaroni manufacturers in Macdonald Island, Mich. He noted that between 1870 and 1920, both men and women gained 11 pounds.

### Manufacturers' Sales



NON-DURABLE GOODS accounted for all of the \$200 million increase in manufacturers' sales during May as compared to April. Total May sales were \$29.1 billion, up \$1.3 billion from a year earlier. The increase was made up of \$700 million in durable goods and \$400 million in non-durable goods.

### With Their \$1 Worth \$1.05, More Canadians Tour the United States

But Differential Fails to Curb Visitors to Dominion, Has Little Effect on Trade

A WALL STREET JOURNAL NEWS ROUNDUP

The five-cent difference in exchange rate between the United States and Canada isn't keeping many American tourists out of Canada this summer. But it does seem to be spurring Canadian travel into the States, both to tour and to buy goods.

That is the consensus of reports from official sources in both countries and from people in touch with tourist movements.

The Dominion dollar was quoted yesterday in New York at \$1.0528 in Uncle Sam's money. That represented a dip of 1/64 of a cent from Monday, when the price was the highest since the \$1.0563 recorded in November, 1953. This means the American must pay a little over \$1.05 for a Canadian dollar.

So far, the exchange rate differential has not had much effect on volume of U. S.-Canadian trade. However, many Canadian newspaper producers, mining concerns and others that sell to the U. S. have "contracts" that are priced in U. S. funds; the differential hurts them when they take their U. S. dollar revenues home and turn them into Canadian currency. On the other hand, the exchange differential reduces the number of Canadian dollars that have to be paid for coal, cotton and other imports, holding down costs for many Canadian consumers.

Ottawa reports Canada's incoming tourist trade is up about 5% over last year. The Canadian National Railways' New York office says it is handling substantially more Canadian passenger traffic than last year.

"Frankly we can't see that the exchange rate situation is having any effect at all on our tourist trade," says Lance B. Conner, manager of the Canadian Government's New York City travel bureau.

**Weather Bigger Factor than Money**

"When the Canadian dollar began going up, we were a little worried that it might discourage visitors from the U. S., but we see no signs of that. I'm inclined to think the weather has a more potent effect than the money situation. When there's a hot, steamy period down here, the traffic to Canada goes up."

Vermont's influx from the Dominion, checked at the State Development Commission's border information booths, shows a rise of 18% since a year ago.

In Montpelier, the Vermont Development Commission's director, Clifford Miskelly, reporting on the rising tide of visitors from the Dominion, says "there's no way to tell whether that is due to the increased buying power of the Canadian dollar here."

But Vermont is about to open a tourist promotion office in Montreal, and Mr. Miskelly hints that the "bargain" appeal may be part of his sales pitch to Canadians if the present dollar differential continues.

The Canadian dollar went over \$1.05 in terms of U. S. currency in mid-June, although it had been nudging that mark for a few weeks before that and had been over \$1.04 since last November. Financial experts say the main reason for the latest upsurge is heavy recent Canadian borrowing in the New York market, which created a strong demand for Canadian dollars there in order to take the funds home. The immediate impact came from a Montreal city bond issue of \$25 million just marketed in New York.

A little earlier the Toronto Metropolitan Commission had raised \$40 million in the New York market.

**Business Men Not too Happy**

U. S. investment funds have been pouring into Canada for a number of years, reaching the present high level since the Korean war. Continuing heavy European investments in Canada are also playing their part in boosting the demand for Canadian dollars and sending the exchange rate upward, Canadian bankers say.

The rise in the value of their dollar in the world's money market is not making Canadian business and financial interests too happy. While it may not be affecting tourist flow, it is giving many Canadians some worried moments with respect to foreign trade. Quebec's provincial premier, Maurice Duplessis, voiced some of that concern a few days ago.

He called on Canada's government to take steps to peg the Dominion dollar at par with U. S. currency. He suggested creation of a research bureau to find ways to equalize the values.

"It's true that the superior value of our money as compared with the U. S. inspires national pride," he said.

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### Tax Report

A Special Summary and Forecast of Federal and State Tax Developments

THE HIGH COURT docketed several important tax decisions for the fall term:

Are so-called payments "in oil" subject to regular income tax rates or the lower capital gains treatment? Owners of oil and other mineral properties sometimes sell partial rights to future production—say, the right to the first 5,000 barrels of oil. Lower court rulings conflict on how such payments should be taxed.

Also, can a state collect a sales tax from a business where, in effect, the seller is prevented from passing the tax on to his customer? Washington state slaps a 3% tax on gross business sales, but says sellers can't collect a tax on sales below 14 cents. Several vending machine companies, which sell at prices below 14 cents, charge discrimination. Washington State Supreme Court backs the state.

Another poser: Can states and political subdivisions tax property the U. S. Government has leased to private companies? For example, a Michigan law, upheld by the state's supreme court, empowers the state to tax Federal property that is being used by private concerns for business profit.

**WHO REALLY BENEFITS** from a dividend determines who pays the tax.

A cash dividend declared on the common shares of the controlling stockholder of a company in the process of being sold to new owners was income to the buyers, though paid to the seller, said the Seventh Circuit Court of Appeals. Reversing the Tax Court, the appellate judges noted that the agreement for the sale of the stock provided for the dividend to be applied to the purchase price of the stock.

The Circuit Court dismissed as too narrow the Tax Court's support of the Commissioner's argument that the seller was properly taxed since he held title to the shares at the time of the dividend—made payable to record owners one day before the date of the agreement.

**ESTATE TAX** advantages are a factor in the rush of U. S. investment funds to Canada.

Americans step up their stake in Canadian real estate, notably factories, warehouses and office buildings which they lease back to the occupants, usually U. S. concerns or subsidiaries. The Toronto real estate firm, Tankoos-Yarmon, Ltd., which is run by Americans, reports investing some \$17 million in leasebacks for well-heeled U. S. citizens in the last three years, anticipates placing more than that in the next two. Besides Canada's general pull as an investment magnet is the fact that death taxes are usually smaller when estates are spread among two or more countries—and tax brackets, property owned outside the U. S., of course, is excluded from the U. S. estate tax.

Succession duties are not uniform in all Canadian provinces. Ontario and Quebec assess the tax on the individual's total holdings, wherever located. But the other provinces figure the tax on Canadian property alone.

This, say some real estate men, accounts in part for the increasing allure of Western Canada and the Maritimes to U. S. investors.

**WEATHER CHECK:** Many telephone companies sell an advertising service to business concerns inviting telephone users to call a specific number to hear the time tolled or weather forecast—plus a spiel about the sponsor, all transcribed. The Revenue Service has ruled that advertisers must pay the Federal communications tax on amounts billed for this local telephone service.

**GERSHWIN MUSIC** rights sold by the composer's late mother to Twentieth Century-Fox were not taxable as ordinary income, but represented the sale of property subject to capital gains treatment. So held the Court of Claims in rejecting the Government's contention that the transaction involved mere licensing, not sale, of certain unpublished songs inherited by Mrs. Gershwin from her celebrated son, George.

**GREATER PHILADELPHIA** Chamber of Commerce urges simplification of the Quaker City's system of licenses and fees. Under the proposal, folks who come under the so-called professional category would pay the same amount. For example, a midwife now pays \$1 for a license, an auctioneer, \$500. Recommended average fee: \$5.

**REVENUE SERVICE** reviews its policy on dividends arising from fast tax write-offs.

Tax officials hear a number of companies may soon issue tax-free dividends resulting from rapid tax amortization certificates. As a rule, while dividends from earnings are taxed as ordinary income to stockholders, payments in excess of current or accumulated earnings are a tax-free return of capital. More companies than might normally be expected now seem in line for return-of-capital treatment because fast write-offs, by enlarging depreciation deductions, shrink or even eliminate income subject to tax and at the same time generate added cash available for distribution.

Up until now, comparatively few corporations have been able to use the return-of-capital rule since most firms getting accelerated amortization had sizable accumulated earnings and profits. But as the five-year depreciation program progresses, more and more firms are finding their accumulated earnings wiped out for tax purposes and at least part of their prospective dividends representing a capital return, tax men are told.

It's thought unlikely that the policy review will result in any changes, though. The Service prefers to decide each case on the individual facts.

**STATE BRIEFS:** Denver officials blame suburban shopping centers for a nearly 3% dip in the city's sales tax collections for the first six months, in the face of a 4% gain in department store sales in the metropolitan area at large. Wisconsin now permits fast write-offs, for state income tax purposes, for bulk milk tanks and milk pipelines, including installation costs.

### Family Flickers

New Cameras Promise The Rankest Amateur Cinematic Success

Only the Action Is Needed For Self-Adjusting Movie Camera on Sale Today

Other Makers Ready Rivals

BY RAY VICKER

Staff Reporter of THE WALL STREET JOURNAL

CHICAGO—Some backyard movieman this week in one sweep of his new eight millimeter camera will be able to catch the action of Grandmother rocking in deep shadows under the maple tree and Junior splashing under the dazzling sun in his plastic pool.

Between these two shots there will be no stumbling stops to watch a needle jiggling on an exposure meter, nor to ponder a table of figures prior to translating computations into lens openings adjustments. And when the reel is finally whirling on the rumpus room projector, there will be no blackish blurs depicting Grandmother nor woosy whites representing Junior on the screen.

To-day some 8,000 dealers for the first time will be offering Bell & Howell Co.'s new eight millimeter home movie camera, which adjusts itself automatically to the amount of light needed to snatch, always, a clear picture.

This development has significance to the growing, and sometimes suffering, audience of family flickers. It also focuses attention on the efforts of home movie camera makers to keep their sales moving ever upward. A record of about 650,000 movie cameras were sold last year, or 100,000 more than in 1955 and 25% above the 472,500 in 1954. This year sales should hit close to 775,000 movie cameras, according to Bell & Howell predictions.

Rivals Are Rushing

Other producers are pushing plans to bring out their own versions of eight millimeter movie cameras which automatically adjust to the amount of light needed for satisfying motion pictures.

"We, too, have one in the works and it will be coming on the market before the end of the year," says Ralph DeJure, short, energetic president of DeJure-Amco Corp., Long Island City, N. Y. It will be test-marketed first in the New York City area.

Adds Ted Briskin, general manager of Revere Camera Co., Chicago: "We were showing such a camera to our dealers a year ago and will be introducing it to the public in the eight millimeter size in the next couple of months." There will be four models of the new type.

"We are continuing experimentation to develop a movie camera involving the use of a photo-electric cell to determine proper exposures," states still another—James E. McGhee, vice president in charge of U. S. sales and advertising for Eastman Kodak Co., Rochester, N. Y.

Built-In Light Meter

The fifth major domestic movie camera producer—Keystone Camera Co., Inc., Boston—is developing a fully automatic eight millimeter type but it is not expected to hit the market this year. Keystone introduced a camera last month which has a built-in light meter that tells the user the proper lens setting. The setting, however, must be made manually. This is the case also with the German-made Bauer "Electro-master."

In a motion picture camera, as in most still picture cameras, there is a wafer-thin metal plate with a hole in it between the finely ground glass lens and the film. The size of the hole can be varied. The bigger the opening, that is, the aperture, the more light that can enter to expose the film. And, conversely, the smaller the hole, the less light is transmitted. In over-exposure, too much light makes the film image too white. In under-exposure, too little light makes it too dark. Exposure meters aided by tables of figures are the guides that help the cameraman keep the openings just right for the proper light.

Bell & Howell's camera has a selenium plate which generates a weak electric current when light strikes it. This current is passed through thermistors—devices which compensate for the fact that a stronger current is generated in cold weather than in hot weather. Then the current operates a tiny magnetic mechanism which changes the size of the aperture.

Quicker Than the Eye

Light hits the plate at the same angle as the light hitting the camera lens. As the light hitting the plate brightens, the current from the plate rises—automatically closing the aperture to the right degree needed for a good picture. With a weaker light, the reverse is true: The opening grows larger. Such changes are fast—quicker than the human eye adjusts to light changes.

"The new camera is the first in the world in which light energy alone supplies the power to generate the electric current which adjusts the lens aperture," says chunky and handsome Charles H. Percy, youthful president of Bell & Howell. "No batteries, motors or springs are used for the exposure setting." All the user need do is aim the camera and shoot. As he shifts the camera to scenes where lighting conditions change, the camera automatically adjusts itself.

Founding Nails

How about the durability of this camera on rugged camping trips? Paul Richartz, thin-haired, methodical chief engineer for Bell & Howell, only smiles when asked this. He whips out a board and lays it on the top of a table beside his old roll-top desk. Using the new camera as a hammer, he drives four nails into the board.

He aims a flashlight at the selenium plate of the camera. "See, it is as good as ever." In a German accent he adds: "We have bounced this camera on the floor and put it through other such rigorous tests. It has stood up under all of them. And why shouldn't it? There are no moving parts which could cause trouble."

Movie camera makers have a reason for Please Turn to Page 16, Column 4

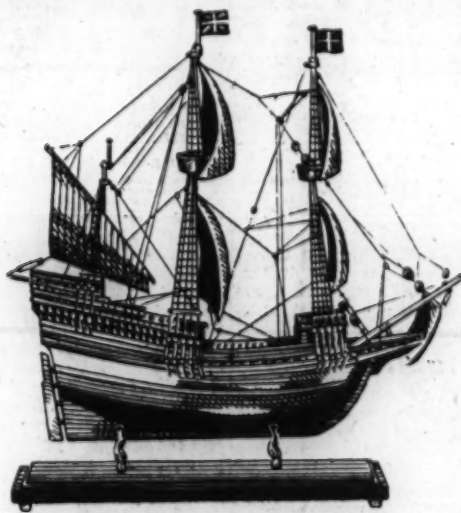


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## Mayflower II

Measures 14½" from bowsprit to stern

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Cabinet Group May Try Once More  
For Voluntary Oil Import CurbsDecision Reported Near on  
How to Achieve Cutback  
Sought by U. S. ProducersBy a WALL STREET JOURNAL Staff Reporter  
WASHINGTON — A cabinet committee has all but decided to give oil importers one more chance to curb voluntarily the flow of crude oil into the U. S.

The committee met yesterday for two and a half hours in the office of Commerce Secretary Weeks without reaching a decision. But one of the members said another meeting should be the trick, with the committee's recommendations to be made public "no later than the first of next week."

Secretary Weeks, the committee chairman told a National Press Club luncheon earlier yesterday the panel's recommendations "could come any time."

Mr. Weeks said he has been working very hard on the controversial problem for the last three weeks, more so than on any other single matter. The committee's report, he said, will be made public "as soon as the Lord will let us."

## Set Up By President

The cabinet group was set up by President Eisenhower last month to determine whether rising crude oil imports "imperil national security" by hurting domestic producers. The Administration so far has relied on voluntary quotas and "moral suasion" to curb imports. But they've been rising anyway, and domestic producers advocate quotas or tariffs to stem the flow.

"The sentiment seems to be to try the voluntary approach once again," one committee

member confided. "If that doesn't work, we'll have to try another route."

But he indicated the committee hopes to go further than before in the new voluntary program by spelling out specifically what's required of companies that import oil. He hinted that the committee may make company-by-company recommendations.

Details of this new, more specific approach are one of the difficulties still to be ironed out, the official said. He also disclosed the committee still is mulling proposals to boost the present voluntary limit on oil imports.

The Administration for many months has been urging the industry to hold imports to 10.34% of domestic production. But imports have been running to 15% or more. The official conceded the committee may suggest a boost in the recommended limit, because some of the members are known to believe that the U. S. will become increasingly dependent on imported oil in years to come.

## Who Attended

More than a dozen high Government officials attended the latest meeting. The list included, in addition to Secretary Weeks, Interior Secretary Seaton, outgoing Treasury Humphrey, his successor, Robert B. Anderson, Deputy Defense Secretary Donald Quarles, and Dr. Arthur S. Flemming, former mobilization chief.

Mr. Flemming, who recently returned to his post as president of Ohio Wesleyan University, Delaware, Ohio, flew here to act as a consultant for the group. Before leaving the Government several months ago, he declared crude oil imports were a threat to the national security.

Democratic Congressmen from oil producing states, headed by Senate Majority Leader Johnson (D., Texas), have demanded stiff controls—in the form of import quotas or tariffs or some combination of the two—to hold down crude imports.

Pay Increase for Rubber Workers  
Expected to Boost Product Prices

By a WALL STREET JOURNAL Staff Reporter

AKRON—Increased prices for tires and other rubber products are expected to result from the pattern-setting wage boost of about 6% agreed upon here by Goodyear Tire &amp; Rubber Co. and the A.F.L.-C.I.O. United Rubber Workers Union.

Rubber company officials in Akron said privately that higher prices will likely follow later this summer, marking the first general increase in rubber products prices this year.

The Goodyear settlement, covering 24,000 union workers in 11 plant cities, provided for an immediate 14½-cent hourly pay boost. An additional half-cent hourly increase in night work bonuses at six plant cities, including Akron, also was approved. The other plant

cities included in the higher night bonus are Windsor, Vt., North Chicago, Ill., Muncie, Ind., New Bedford, Mass., and Lincoln, Neb. Goodyear has 12,000 U.R.W. employees in Akron.

The general pay boost was the largest won by the Rubber Workers since 1946, when an 18½-cent increase was gained. Last year, the U.R.W. received a 6.2-cent hourly pay hike, plus a supplemental unemployment benefit plan initially costing the rubber companies three cents an hour per worker. In 1955, the union got a 12-cent basic wage increase, plus an estimated four cents additional in fringe benefits.

With the 14½-cent pay boost, average straight time hourly wages of rubber workers at Goodyear will go up to \$2.54½.

Various union locals and the international executive board of the U.R.W. still have to approve the settlement, but union sources indicated the proposal is expected to get a favorable vote.

The Goodyear settlement, reached after three weeks of negotiation under wage reopening provisions of the union's contract, is expected to provide a pattern for other major rubber companies. The other members of the industry Big Four—Firestone Tire &amp; Rubber Co., United States Rubber Co. and B. F. Goodrich—currently are holding wage talks with the U.R.W. Their wage negotiating deadline is July 30.

Sabena Air Denied Polar  
Route; New Talks Planned

WASHINGTON—Belgian negotiators failed to win U. S. permission for their Sabena Airline to fly from Europe to San Francisco via Montreal.

In announcing the break-off of five days of talks between the two countries, the State Department said it expects to continue the air negotiations later on.

Belgium wants permission for Sabena to fly over the Arctic from Europe to the Pacific Coast. It hasn't offered the U. S. any new routes in return. U. S. officials said five other airlines already have authority to fly the polar route, but that only one line—SAS, the Scandinavian line—is actually flying the route. The U. S. officials told Belgium, Uncle Sam wants more experience on the routes traffic before okaying another carrier.

## Intercontinental Hotels Corp.

NEW YORK—Intercontinental Hotels Corp., a wholly-owned subsidiary of Pan American World Airways, Inc., has signed contracts for the purchase of the El Embajador and Jaragua hotels in Ciudad Trujillo, capital of the Dominican Republic, according to Byron E. Calhoun, president of Intercontinental.

Purchase price, including land, furnishings and equipment, was set at \$9 million, Mr. Calhoun said. The properties are being bought from the Dominican Republic government.

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Penn-Dixie, Two Locals  
Recess Cement Talks;  
Vote by Union Planned

A WALL STREET JOURNAL News Roundup

Negotiations between Penn-Dixie Cement Corp. and locals for the company's plants in Richard City, Tenn., and Clinchfield, Ga., were recessed yesterday, with the unions planning a vote on management's proposals, a company official said.

The moves at Penn-Dixie were the major developments in the four-week strike of 18,000 United Cement, Lime and Gypsum Workers against the nation's major cement producers. Although 15 companies have already settled with the union, over 80 others are still strike-bound, leaving construction work on roads and buildings in many sections of the country at nearly a standstill.

The Penn-Dixie official said "the same proposals" were made to the Richard City and Clinchfield locals as had been offered to the locals at three company plants in the Lehigh Valley area of eastern Pennsylvania. He noted that the "essential difficulty" is still the same two points of retroactivity and the subcontractors clause that have impeded discussions almost from the outset, and that talks have thus far been "inconclusive."

"I'm not particularly optimistic," he said.

The union is demanding that all new contracts be retroactive to May 1 when the old pact expired and that a clause be inserted banning the use of outside contractors for work normally performed in plants by union members, if manpower and equipment are available. Both proposals are opposed by the major producers.

However, in Chicago, Toney Gallo, secretary-treasurer of the union, said the Penn-Dixie offer "is nowhere near the settlements with the other companies. He cited the "package" wage increase of 17½ cents an hour with some companies in the Pacific Northwest and the 16½ cent "package" granted by most of the companies that have already settled.

Talks continued for most of the day yesterday, Mr. Gallo said, between locals of the Lehigh Portland Cement Co. in Oglesby, Ill. and Fodwick, Va. Today negotiations are scheduled to take place among representatives of the cement workers and Alpha Portland Cement Co. in Martins Creek, Pa., and the Lone Star Cement Corp. in Hudson, N. Y., he added.

American Airlines to Sell  
Ten Twin-Engine Liners

NEW YORK — American Airlines plans to sell about 10 of its twin-engine Convair airliners this fall. O. M. Mosier, vice-president of the airline, said that delivery of additional four-engine planes during the remainder of 1957 will enable American to make the sale.

Currently, the airline operates 73 Convairs on short and medium-haul routes. American is converting six DC-6 aircrafts to standard-fare configuration and will use them on certain routes now operated by the Convairs.

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## Weeks Calls the Economic Outlook 'Spotty' But Sees '57 as Record Year

### Commerce Secretary Warns Inflationary Pressures Are 'Continuous'

By a WALL STREET JOURNAL Staff Reporter  
WASHINGTON — Commerce Secretary Weeks called the economic outlook "spotty" but predicted 1957 would add up to "the best year yet in the history of our economy."

However, Mr. Weeks told the National Press Club inflationary pressures are "continuous," and he once again urged restraint on the part of business and labor in their price and wage policies.

The Secretary's economic summary received support from two Commerce Department reports:

Business activity continues "high" as the economy moves into the second half of the year, the July issue of the Survey of Current Business said. It noted gross national product—the nation's total output of goods and services—rose to a seasonally adjusted annual rate of \$421 billion during the first half of the year, or more than 5% above a year earlier. National income rose slightly to a seasonally adjusted annual rate of \$355.1 billion during the first quarter of this year, the department also reported. This compared with annual rates of \$333.3 billion in the previous quarter and \$335.8 billion in the first quarter of last year.

#### Other Strong Elements

In his speech, Mr. Weeks mentioned several strong elements in the economy. Besides the high Gross National Product, the secretary said personal income was up, retail business was about 5% higher than a year ago, plant and equipment spending was above last year, and the foreign trade balance was favorable.

On the other hand, he said the auto business was "not as energetic" as expected though he felt this year would be a better sales year than 1956. Also, he predicted the 1958 model changeover would turn out to be

a "plus factor" for the economy. Sales of other consumer durables, Mr. Weeks added, also were a "little slow" this year.

"Still," the Secretary declared, "it adds up to the best year yet in the history of our economy."

In answer to questions, Mr. Weeks also made these points:  
The Administration did not favor a "little recession" as a means of warding off inflation; there are no signs that a so-called "tight money depression" would occur within the next six months at least; as far as he could see, a 32-hour week advocated by some labor leaders was "not in the cards" anytime soon; and he has "no plans to leave" the Government.

Despite its optimistic tone, the Commerce Department's mid-year economic summary noted primary market prices moved up in recent weeks after holding steady during the early months of the year.

#### Wholesale Prices Rose 2.5%

The general average of wholesale prices last month rose 2.5% above a year earlier, the department said. Consumer prices in May stood 3½% higher than a year earlier.

The report on national income—which includes employee wages and salaries, proprietors' and rental income, corporate profits and net interest income—said the first-quarter rise stemmed mainly from higher pay. Employee wages and salaries rose to a seasonally adjusted annual rate of \$251.1 billion in the first quarter—up \$3.3 billion from the previous quarter's rate and \$16.8 billion higher than a year earlier.

Before-tax profits of corporations, including inventory gains, declined to an annual rate of \$43.9 billion in the first quarter from \$45.6 billion the previous quarter, the report said. A year earlier before-tax profits stood at a \$43.3 billion annual rate.

Proprietors' and rental income, at a \$50.3 billion rate, declined \$300 million from the previous quarter but rose \$1 billion above a year earlier. Net interest, at a \$12.5 billion rate, edged \$200 million above the previous three months and \$1 billion higher than a year earlier.

## Health Service Officials Say Tobacco Tar May Be Cause of Lung Cancer

### House Unit Told Chemical Change Takes Place When Tobacco Is Burned at High Temperatures

By a WALL STREET JOURNAL Staff Reporter  
WASHINGTON — Top Public Health Service officials told Congress evidence points to a substance in tobacco tar as the cigarette ingredient that allegedly helps cause lung cancer.

"There's mounting evidence that when tobacco is burned at 800 degrees centigrade... there's a chemical change in certain hydrocarbons which brings about certain cancer-causing compounds," said Dr. John Heller, director of the Public Health Service's National Cancer Institute. These chemical changes apparently take place in tobacco tar, he added, but noted that so far science hasn't been able

to pin down any specific cancer-causing ingredient.

Testifying before a House Government Operations subcommittee, Dr. Heller and U. S. Surgeon General Leroy E. Burney renewed the agency's recent official warning that more and more scientific studies link smoking with lung cancer. "Enough has been demonstrated," Dr. Heller said, "to prompt the Health Service to direct this information to the public."

The doctors said the Public Health Service next spring might have a more comprehensive statement to issue on the cigarette health controversy. By then, they said, a sweeping survey by the agency of some 220,000 World War I veterans and how smoking influences their health should be completed. Dr. Heller said this should give "considerable insight" into the problem, and that if the evidence points to a firm conclusion, "we have a definite responsibility to make this known."

The subcommittee is studying the health effects of smoking and whether the Government is adequately policing cigarette advertising, especially of filter brands.

Dr. Burney told the group he didn't think there is sufficient proof at present to justify placing warning labels on cigarette packages, as some lawmakers have proposed

## House Expected to Kill School Aid Bill as GOP Fails to Push Measure

### President Reported "Not Entirely Satisfied" With Proposal But Would Sign It If Passed

By a WALL STREET JOURNAL Staff Reporter  
WASHINGTON—The House is expected, today or tomorrow, to deal the death blow this year to Federal aid for school construction.

Backers of the bill conceded there is only an outside chance it could squeak through on the final vote.

The lukewarm position of President Eisenhower on the controversial measure and the strong economy sentiment have reinforced traditional opposition to the bill and led top G.O.P. officials to discount the measure's chances.

After a White House conference yesterday as the House started debate on the legislation, House Republican Leader Martin of Massachusetts said Mr. Eisenhower was "not entirely satisfied" with the measure. The lawmaker termed the outlook "not too good." Senate G.O.P. Leader Knowland of California, who has come out against the school bill previously, did not list the measure as one the Senate would take up after the civil rights dispute is settled.

Supporters of the measure have agreed that strong backing by the President was necessary for it to have a chance to get through Congress. Although Mr. Martin said the Chief Executive would probably sign the measure if Congress approved it, there was no sign of a vigorous push by either Mr. Eisenhower or the G.O.P. leadership to muster votes. Rep. Martin told reporters he could not predict "with any certainty" whether House Republicans would support it.

White House Press Secretary Hagerty said Mr. Eisenhower would accept the bill if Congress approves it, because he "would very much like to have a school bill." But he confirmed a report by House Minority Leader Martin of Massachusetts that the President was "not entirely satisfied" with the measure.

After a White House conference as the House started debate on the legislation yesterday, Mr. Martin had termed the outlook for passage "not too good." Senate G.O.P. Leader Knowland of California, who has come out against the school bill previously, did not list the measure as one the Senate would take up after the civil rights dispute is settled.

The bill up for House action is a compromise between the Administration's proposal for school assistance and a more sweeping Democratic bill.

Under the measure, \$1.5 billion of grants would be provided to help states build schools over the next five years. It would also authorize Federal purchase of up to \$750 million of local school bonds and Federal advances of \$150 million to help states build up reserve funds for financing school construction. The Administration had asked for \$1.3 billion of grants spread over the next four years, compared with a Democratic proposal of \$3.6 billion for six years.

Mr. Eisenhower has indicated his chief objection to the measure as it came out of the House Labor Committee was the compromise allocation formula, which provides that half of the Federal grants would be apportioned to the states and local school districts on the basis of school-age population. The other half would carry out the Administration's proposal that the money would be distributed strictly on the basis of need.

## House Unit Votes to Stiffen Withholding Tax Fraud Law

WASHINGTON — The House Ways and Means Committee voted to crack down on employers who don't turn over to the Government the income and social security taxes withheld from employees' paychecks.

It approved an Administration-backed bill providing for almost automatic conviction of employers who persistently do this.

Employers now are required to deposit withheld taxes each month in special bank accounts and file quarterly returns with the Treasury. Treasury officials say, however, that many "fly-by-night" outfits and other firms don't do this, but rather use the withheld money as operating capital. They estimate delinquent accounts amount to nearly \$300 million.

The problem now is that the courts convict employers only for "willful" violations of the law, and are very reluctant to consider any violations as "willful." The bill approved by the Ways and Means Committee would require the Internal Revenue Service to notify a businessman of his delinquency. Once notified, any failure to keep withheld taxes in a separate bank account would be an automatic misdemeanor, subject to a fine of up to \$5,000 and/or up to a year in jail. Courts would no longer pass on the question of "willfulness."

## San Francisco Area Machinists Will Strike At Least 45 More Firms

By a WALL STREET JOURNAL Staff Reporter  
SAN FRANCISCO—The International Association of Machinists said it was taking strike action against additional companies in a three-week old dispute here.

The combination strike-lockout already has closed down more than 100 San Francisco Bay area metal working plants. The I.A.M. said it planned to strike at least another 45 concerns.

Of the plants already shut down, 14 have been struck. The others closed, like those struck, are members of the California Metal Trades Association, which bargains for some 150 companies making everything from turbines to hair curlers, and all covered by a master contract with the union.

On the principle that "a strike against one is a strike against all," the C.M.T.A. asked member concerns to lay off their I.A.M. machinists in support of the struck plants. The 45 companies now slated to be added to the struck list were still operating. A C.M.T.A. official explained some exceptions were made to the original request, and other companies were in operation without using machinists.

In extending the strike action, John Byrnes, chairman of the I.A.M. bargaining committee, said, "This action became necessary in order to protect the collective bargaining rights of our members."

The I.A.M. is seeking increased wages and fringe benefits. The last meeting between the negotiators ended in deadlock Friday, and no further sessions have been scheduled.

## FPC Aide Recommends Pacific Northwest Power Build Snake River Dams

WASHINGTON — A Federal Power Commission examiner recommended Pacific Northwest Power Co. be permitted to build two small power-only dams on the Snake River between Idaho and Oregon.

The project would be located at the Pleasant Valley and Mountain Sheep sites, downstream from the controversial Hells Canyon site now occupied by Idaho Power Co.

The recommendation, by Examiner Edward B. Marsh, runs counter to an F.P.C. staff study made public last March. The staff favored denial of Pacific Northwest's application, and backed a plan to build a single high Federal dam on the site which would provide for flood control as well as power generation. The Interior Department is also studying the high dam proposal.

Mr. Marsh declared the Pacific Northwest

plan is "best adapted to a comprehensive plan for improving... the Snake River." He also asserted that the work "would not be undertaken by the U. S. itself." He said his research failed to show the pressing need for Snake River flood control cited by the F.P.C. staff study.

The full commission must pass on the examiner's recommendation.

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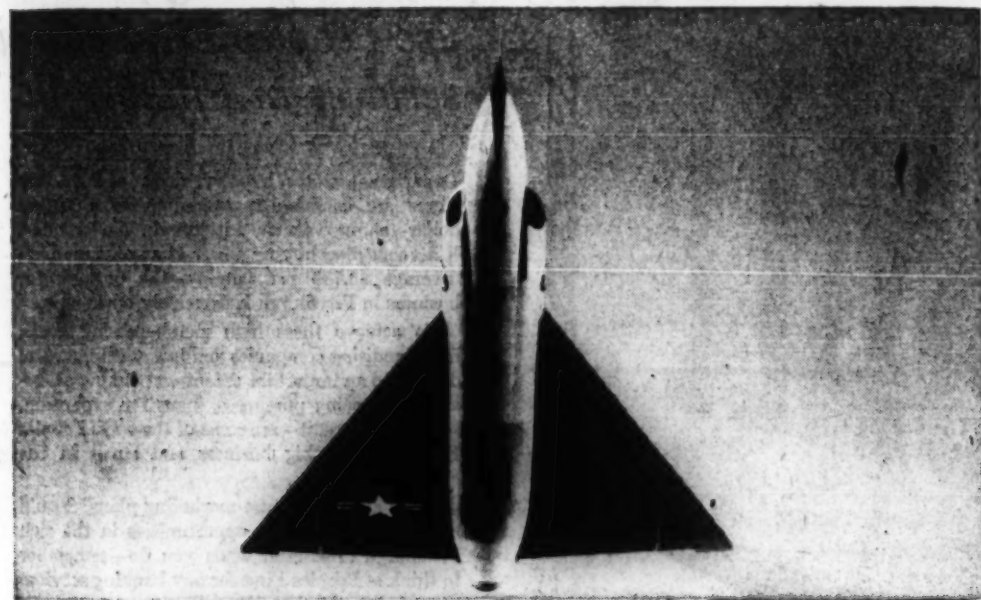
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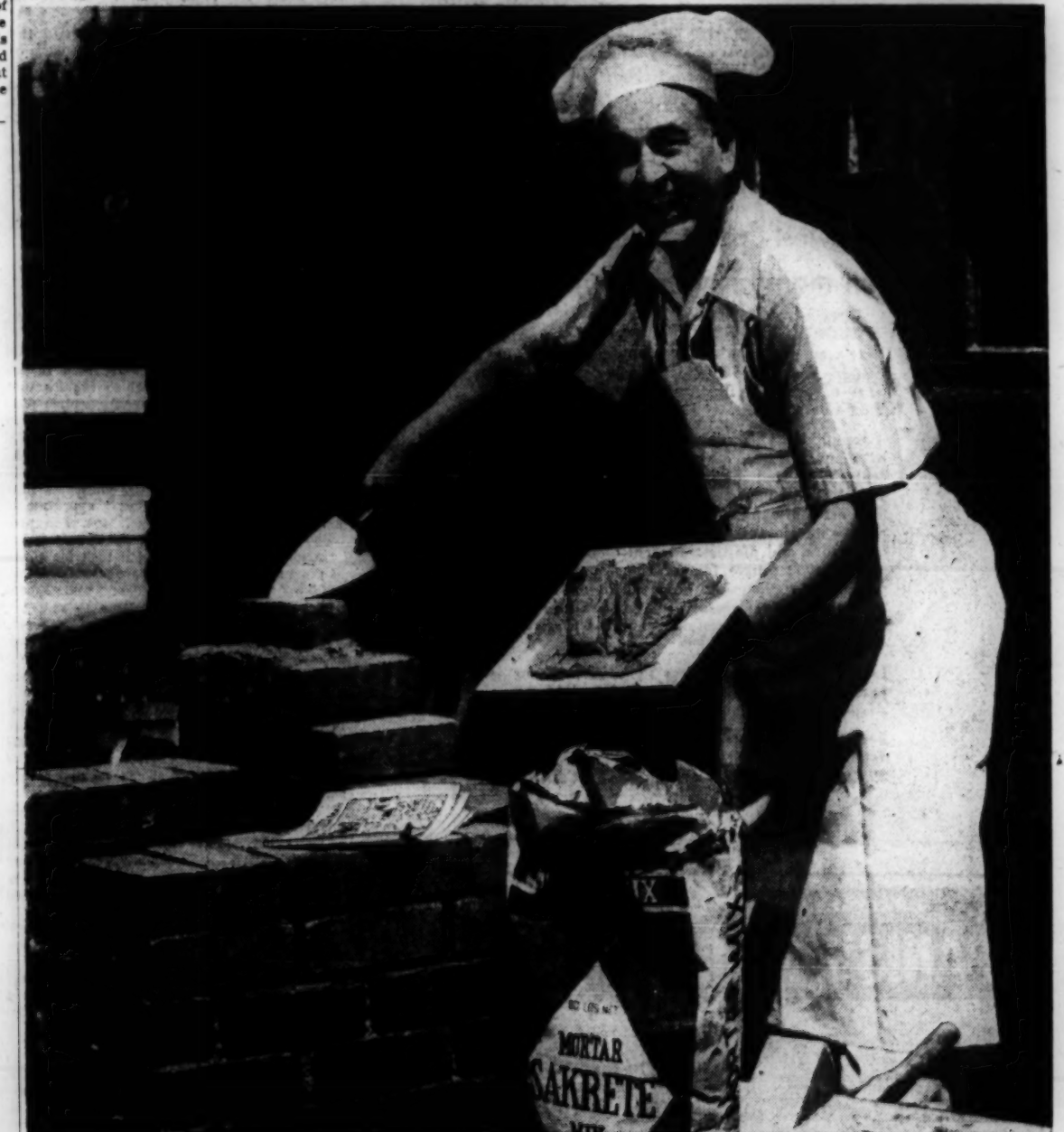
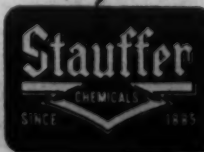
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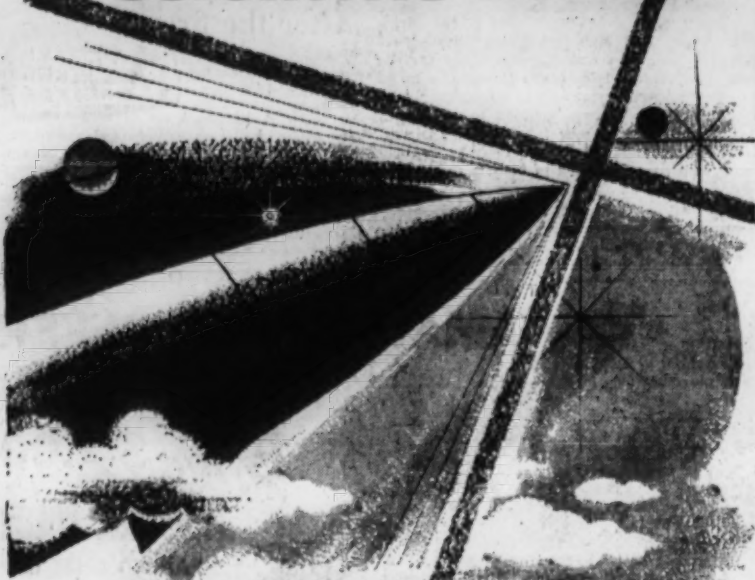
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## Textile Official Charged With Spending Union Money on Brassieres, Milk Stools

By a WALL STREET JOURNAL Staff Reporter

WASHINGTON — Senate investigators charged a top United Textile Workers official spent union money for such things as brassieres, radios, television sets, milk stools and "golfers lamps."

Though no evidence was immediately brought out, Chairman McClellan (D., Ark.) of the Special Senate Investigating Committee, claimed Lloyd Klenert, union secretary-treasurer, charged these items on hotel bills that were later paid by the union treasury.

The Senate investigators have already produced evidence showing that Mr. Klenert and textile union president Anthony Valente used \$37,000 of union money to help pay for expensive private homes for themselves. Mr. Klenert has admitted this, but explained it was the union's way of saving \$37,000 for a rainy day so it would be hidden from possible hostile factions within the U.T.W.

Yesterday's charges, however, were the first specific mention by the Senate committee of other ways in which the union officials allegedly lived high at union expense. And Mr. Klenert, a thin boyish-looking man, appeared to confirm these charges, too, with an explanation.

#### \$6,500 "Expense Allowance"

He told newsmen after the committee hearing the items charged on his hotel bills probably came from a \$6,500 annual "expense allowance" he said the union paid him from 1948 until recent months.

The union official claimed he used this expense allowance to buy "gifts" for persons who had done favors for the union—or for himself. For example, he explained, the union decided it was cheaper to buy him a dinner jacket than to rent one for him to attend Washington parties to "maintain the prestige of the union."

Mr. Klenert said he couldn't recall buying a milk stool for anyone. "I don't own a cow," he said.

The Senator did not explain what a "golfers lamp" was, and committee investigators who supplied him the data were themselves unsure at first. But after checking with the store where the lamps were purchased, a committee member explained golfers lamps are simply lamps made in the shape of a golf bag, suitable for the desk of a golfing addict.

Mr. McClellan made his charges of extra-curricular spending at union expense by Mr. Klenert while Charles Emerson, who periodically goes over union spending records, said he never noticed expenses for the items Mr. McClellan listed but conceded trustees never examined the expense vouchers of Mr. Klenert or Mr. Valente very carefully.

Earlier, the Senators heard Joseph Jacobs, the U.T.W.'s chief counsel, charge A.F.L.-C.I.O. President George Meany initiated charges of misuse of union funds against Mr. Valente and Mr. Klenert in 1952 because of his "personal venom" for the pair of union officials.

On Monday, Mr. Meany told the Senate investigators he was reopening the once-dead case against the textile officials because of evidence produced by the committee. An effort to force the U.T.W. executive council to act against Mr. Valente and Mr. Klenert fell flat five years ago, Mr. Meany said.

Mr. Jacobs testified the union board that absolved its two top officers of misuse of union funds in 1952 knew the pair had put \$37,000 of union funds into the purchase of swank homes for themselves. He repeated Mr. Klenert's contention this was a union plan to hide the money for possible future use.

Mr. Emerson, a wiry electrical maintenance worker, was called to testify on how he

and the unions' two other trustees went about checking union spending accounts. All he did, Mr. Emerson said, was read check stubs on union expenditures as the other trustees checked off the vouchers and cancelled checks.

#### Never Examined Expenses

The trustee conceded he never examined expense vouchers of Mr. Valente and Mr. Klenert very carefully, explaining "we didn't see any reason to." Mr. McClellan then brought up Mr. Klenert's hotel bills and asked if Mr. Emerson had ever noticed that "brassieres" were charged on several of them. "No," Mr. Emerson replied. The Arkansas lawmaker came back, "Would you have approved them if you had noted them?"

"We would have asked about them," Mr. Emerson repeated.

One by one, Mr. McClellan asked similar questions about television sets, radios, milk stools and golfers lamps.

"Would it surprise you," he commented, "to know that during the past two years many such items have been charged to the union and that you, as a trustee, have approved them?"

If it was not a legitimate expense, Mr. Emerson said, "we would not approve it."

Lawyer Jacobs' charge of "personal bias" against Mr. Meany came during questioning of a report filed by investigating subcommittee of the United Textile Workers absolving Mr. Valente and Mr. Klenert of charges they misused union funds. This was the report Mr. Meany described Monday as a "white-wash" but one that left him at the time helpless to proceed further against the officials.

Mr. Jacobs, who was a member of the U.T.W. investigating subcommittee, claimed "we thought the charges represented a bias on the part of Meany and that the charges bought by him were based on personal feelings," against Mr. Valente and Mr. Klenert.

The Atlanta lawyer declared Mr. Meany had broken "his solemn word" to the two Textile Workers officials in admitting the Federation of Hosiery Workers to the A.F.L. and that this was the start of a feud between them.

## Kellett Aircraft Receives Contract for Missile Work

HORSHAM, Pa. — Kellett Aircraft Corp. has been awarded a contract for missile work by Douglas Aircraft Corp., James T. Duffy, Jr., Kellett president, announced here.

Company officials termed it a "sizeable" contract, and it is understood to total about

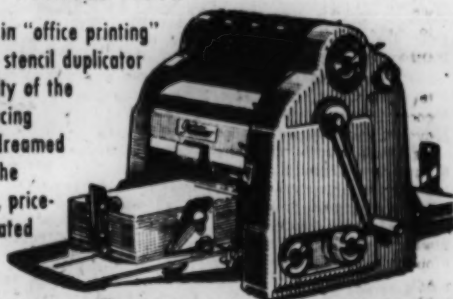
half a million dollars. Mr. Duffy said the new contract boosts the firm's order backlog to the highest point in recent years, with contracts well-diversified among the missile fixed-wing aircraft and helicopter fields.

Sales in 1957 have been running well ahead of the 1956 pace when the company posted \$1,132,184 in net sales, according to Kellett officials.

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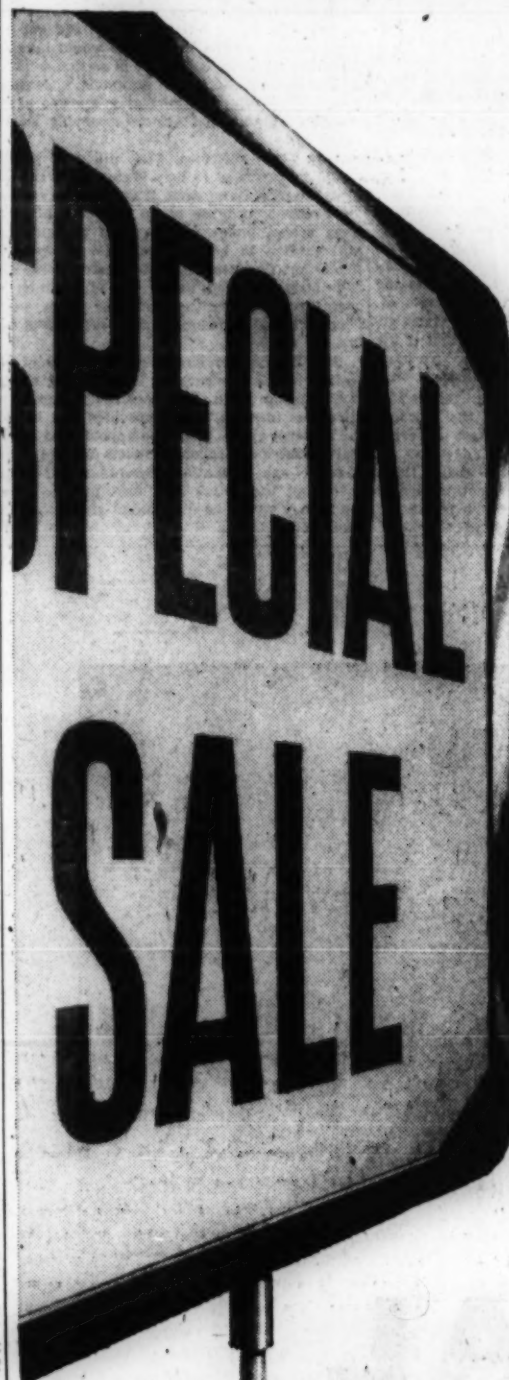


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## Webb & Knapp Holders Reject Plan to Amend Stock Option System

WILMINGTON, Del.—Stockholders of Webb & Knapp at a special meeting here turned thumbs down on a proposal to require that stock bought under the company's option plan be held for at least three years except in emergency cases.

The proposal, defeated by a vote of 12,996-687 to 535,281, would have amended the stock option plan reserving 1,500,000 shares for purchase by "working executives," approved at the annual meeting in June, 1956. The proposed change was opposed by management.

Also at the meeting, which took the place of the real estate company's annual meeting, William Zechendorf, president, told shareholders it "would be impossible to release" any estimate of 1957 results. But he said, in answer to a question, that figures up to now are "very satisfactory."

He said a 450-acre redevelopment program in southwest Washington, D. C., should be showing results by 1960, calling it "the most monumental development of its kind." He said the first phase—the commercial project—should be under construction a year from now and the first residential section should be under way six months after that.

"We have met every possible obstacle on this job—from lethargy to active opposition," he said, "but we have finally reached the point where we are ready to begin." Mr. Zechendorf called the project a pilot operation for Webb & Knapp's urban redevelopment program across the country.

He said the concern has prospects of work for \$2.5 billion in central urban property in the next 10 years. "We look on this as our job of salvaging the cities of America from their degradation," he said. He added that "we believe it will be profitable."

#### Packard-Bell Gets Contracts

LOS ANGELES—Packard-Bell Electronics Corp. announced receipt of two contracts totaling \$1,300,000 from the U. S. Navy Bureau of Aeronautics for the design, development and production of equipment of test radar sets and the production of identification apparatus for military aircraft.

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## Congress Group Backs Government Building of Seven Nuclear Reactors

Study for an Eighth Also Is Provided in Bill Due to Go To Full Unit Today

WASHINGTON—A Democratic-controlled House-Senate Atomic Energy subcommittee proposed the Administration build seven new nuclear reactors to produce electricity, and study an eighth big one.

The proposal, opposed in large part by subcommittee Republicans, will go before the full Atomic Energy Committee today.

The subcommittee's bill would direct Government construction of five reactors which the Atomic Energy Commission originally had proposed be built with Government aid by public power groups. Under the subcommittee proposal, the Government probably would contract with the public power groups to operate the reactors once built.

### Other Projects

The proposal also would order the A.E.C. to build a large new natural uranium, gas-cooled reactor and a smaller plutonium recycling reactor, and to make engineering design studies of a huge new plutonium or dual purpose reactor.

The subcommittee bill would provide money for Government financial help to two private power groups proposing to build reactors, but would cut down on the money sought to help out one private group already building a reactor near Detroit—the Power Reactor Development Co., headed by Detroit Edison Co.

Only \$1,500,000 of the \$4,200,000 the A.E.C. had sought for Government research help for that project would be allowed. Subcommittee Chairman Hollifield (D., Calif.) said the group felt that since there was litigation pending involving this reactor, it should not authorize funds for more than one year. The \$4,200,000 would have been for several years. Actually, not even the \$1,500,000 is for the Detroit project but for general research in the fast-breeding reactor field. There's little doubt, though, that it's meant for the P.R.D.C. plant.

### Further Aid Provisions

The bill also would authorize \$30 million of research and development funds, plus waiver of another \$20 million of user charges, as Government help to two private power groups planning reactor projects. One is a group of Florida utilities planning a reactor in Florida, the other a group of utilities headed by Northern States Power Co. planning a reactor near Minneapolis.

In all, the measure would approve close to \$400 million of Atomic Energy Commission construction and procurement in the field of weapons, special nuclear materials, research and reactors. Close to \$200 million of the total would be for Government construction of reactors or related work.

Under the bill, the A.E.C. would be directed to enter into contracts with machinery manufacturers for construction of five Government-owned reactors which the A.E.C. originally planned for construction and operation by co-ops and other public power groups with Federal financial help. These would be: A 75,000 kilowatt reactor planned by the Consumers Public Power District in Nebraska; a 22,000 kilowatt reactor planned by a co-op at Elk

River, Minn.; a 10,000 kilowatt reactor planned by a co-op at Chugach, Alaska; a 12,500 kilowatt reactor planned by the city of Piqua, Ohio; and a 10,000 kilowatt reactor planned by a co-op at Big Rapids, Mich.

The Nebraska reactor would cost a minimum of \$50 million, while the other four would cost another \$40 million to \$50 million altogether.

### How They Would Operate

The Government could operate the reactors itself or more likely, would enter into contracts with the public power groups for operation under Government supervision. The public power groups would build generators, probably with financial help from the Rural Electrification Administration, and would buy the reactor-produced steam from the Government at the cost of steam conventionally produced in the area.

The natural uranium gas-cooled reactor would be built, under the subcommittee bill, at Arco, Idaho. It would cost \$40 million and have a 40,000 kilowatt capacity. Originally, the Democrats were talking about a \$50 million, 50,000 kilowatt capacity reactor at Arco.

### Plutonium Recycler

The plutonium recycling reactor, which would cost about \$15 million, would be used to create plutonium from natural uranium, and then use the plutonium as fuel. The bill does not specify where it is to be built, but Mr. Hollifield said most members felt it should be built at Hanford, Wash.

A total of \$3 million would be authorized for engineering design studies for a huge reactor at Hanford, either to produce just plutonium or both plutonium and power. Democrats originally had planned immediate authorization of a 100,000 kilowatt, dual-purpose reactor for \$95 million.

The bill also would authorize various other Government reactor projects proposed by the A.E.C., including a \$9 million reactor in Puerto Rico and an \$8,500,000 boiling water reactor at Arco.

## Loew's Notifies SEC Of Special Meeting on Move to Oust 2 Directors

NEW YORK—Joseph R. Vogel, president of Loew's Inc., said the big movie maker has filed with the Securities and Exchange Commission in Washington preliminary copies of notice of a special stockholders' meeting for September 12, with preliminary copies of proxy statements.

The special meeting will vote on whether to remove two directors who, Mr. Vogel has charged, are trying to take over control of the company. The dissident directors are Joseph Tomlinson of Canada and Stanley Meyer of New York.

In other developments in the squabble over directors to control Loew's, Mr. Vogel was reported to have held a meeting yesterday with 200 Loew's executives at the Loew's executives at the Loew's Building here, at which he presented his side of the story in the conflict with the opposing Tomlinson group.

Shareholders at the special meeting will be asked to enlarge the board from 12 to 19 seats. Some sources said the Vogel group has already selected 11 candidates for the board. Six of the candidates would, if elected, fill the new seats; three candidates would replace directors who resigned last week, and the remaining two Vogel-backed candidates would contest the seats now held by Mr. Tomlinson and Mr. Meyer. Names of the Vogel-backed candidates were not disclosed.

### Rayon Wage Increases

ATLANTA—Wage increases of 9 cents an hour have been given about 5,000 Tennessee and Alabama rayon textile workers, an official of the United Textile Workers of America said.

The increases were granted by Beaufort Mills, Inc., at Childersburg, Ala., and by its two subsidiaries, American Bemberg Co. and North American Rayon Corp., Elizabethtown, Tenn.

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Lockheed Management answers your questions about:

## Lockheed's Position in the Jet Airliner Field

### 1. Why isn't Lockheed building a jet-powered commercial airliner?

Lockheed is building one: the prop-jet ELECTRA, scheduled for first delivery in September, 1958. The turbojet pays off only where it operates efficiently—the fast, high-altitude, long-haul flights. The prop-jet is ideal for the high-density hop-skip-and-jump business of medium and short-haul flights. The two types are not competitive, but complementary.

### 2. Why is Lockheed building the Electra instead of a long-range turbojet airliner?

Two-thirds of passenger volume—and more in the immediate future—is in medium and short-range flights—a part of the business on which it has always been impossible for most airlines to make money. With deliberate intent, Lockheed and several leading airlines attacked this problem. Drawing upon its prop-jet experience as builder of the C-130 HERCULES—an experience unmatched in the U.S.—Lockheed designed the ELECTRA.

### 3. How does the Electra compare with latest models of piston-engine airliners?

Seat-cost-per-mile of the ELECTRA will be much lower. Compared to the latest piston-engine transports—Lockheed's included—the prop-jet ELECTRA will offer a 30% per-mile fuel saving. In ratio of payload to total weight, the ELECTRA tops all competitors, piston and jet. Passenger appeal will come from these ELECTRA facts: quieter, vibration-free ride;

larger seats; climate-controlled cabin; faster flights (60 m.p.h. faster than any airliner now in service).

### 4. Will the Electra be just an interim airliner or will it play a major role for years?

The prop-jet ELECTRA is not just a replacement aircraft. It is fundamental to the jet-age re-equipment cycle. To quote American Airlines' President C. R. Smith, the Lockheed ELECTRA is "designed to serve a growing and important part of air transportation, and I don't think there's any other airplane that will do that job as well." Orders for the ELECTRA should continue strong through the 1960's.

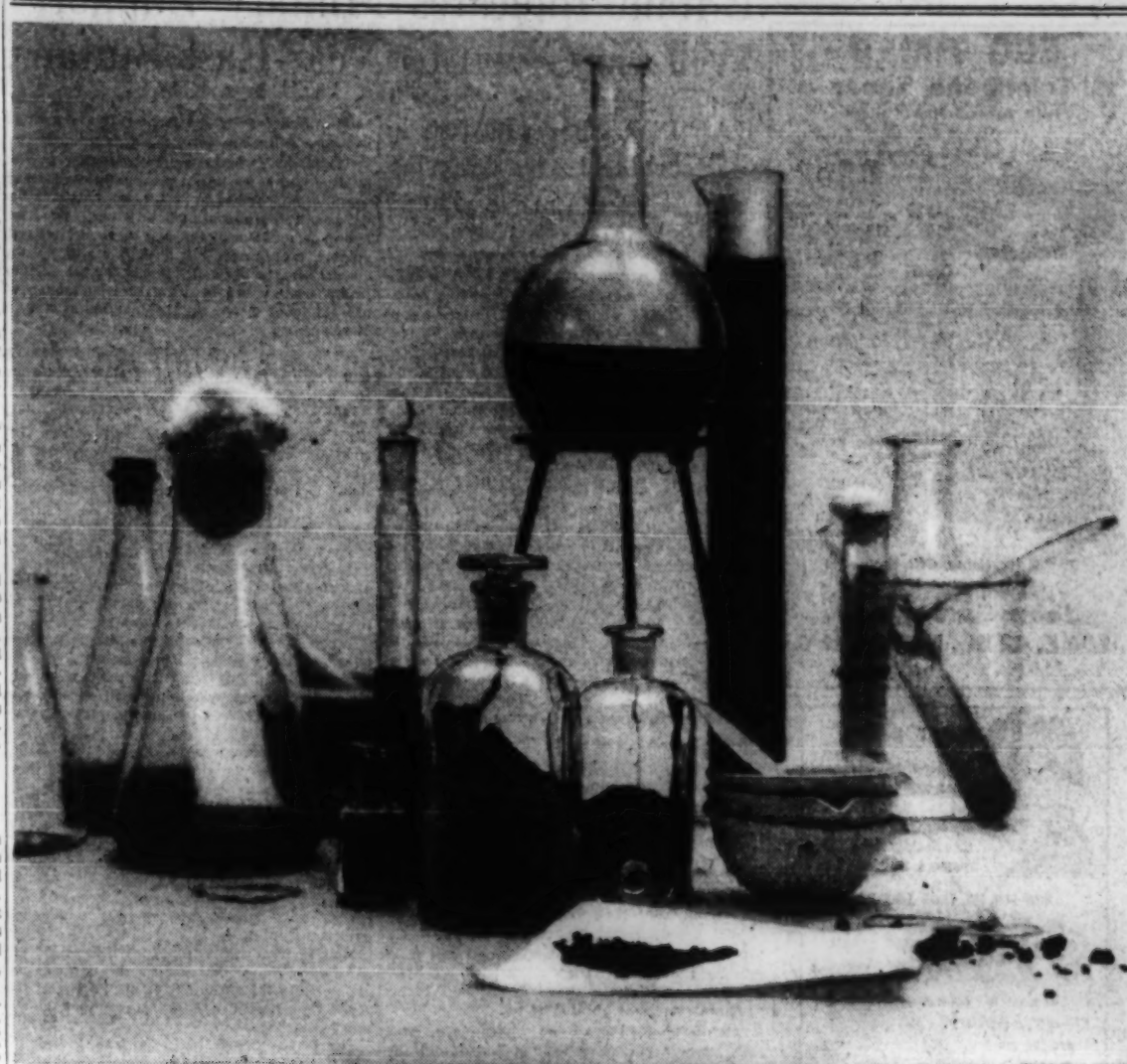
### 5. What airlines have bought the Electra?

Customers to date: American Airlines, Eastern Air Lines, Braniff International Airways, National Airlines, Western Air Lines and KLM-Royal Dutch Airlines. Orders to date: 133 planes valued at \$247,000,000.

### 6. Does Lockheed intend to build a commercial cargo version of the Electra?

At present the plans are indefinite—but Lockheed is studying a commercial cargo version of the ELECTRA's brawny brother, the prop-jet HERCULES. This is the C-130 combat cargo transport that has been in production two years at Lockheed's Georgia Division. The C-130 is now in service for the 18th Air Force and is being evaluated by the U. S. Marine Corps.

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### 7. Does Lockheed intend to build a turbojet airliner? If so, when?

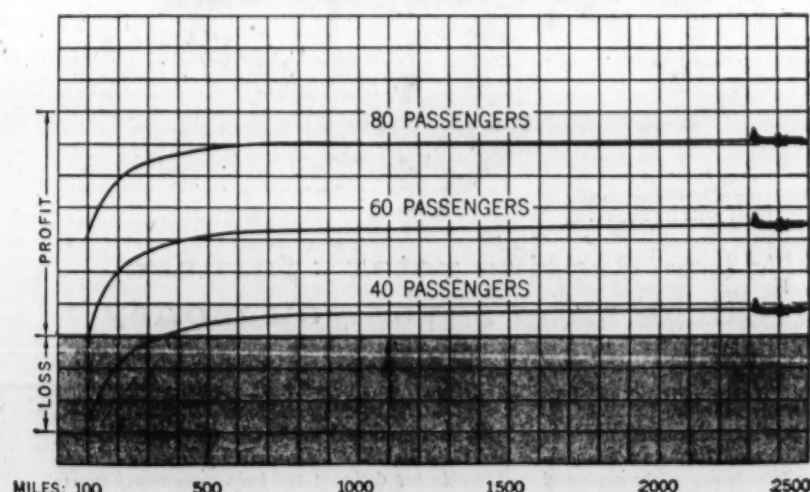
Lockheed is already building a pure-jet transport—a 4-engine utility jet transport/trainer with both military and commercial applica-

tions. Lockheed's airliner of the future probably will be supersonic to carry passengers across the world's oceans and continents at speeds beyond sound. When this plane flies is largely dependent on the development of new and more powerful engines.

Now, in the jet-powered field, Lockheed is busy building the Electra; the F-104 Starfighter (world's fastest jet fighter); the T2V-1 Sea-Star jet trainer; the UC-X, new turbojet utility transport/trainer; the C-130 Hercules prop-jet combat cargo carrier; the turbojet U-2 (a new type of aircraft for very-high altitude research) and developing new radar early-warning planes for the Navy and Air Force.

Lockheed's policy of wide diversification into all types of aircraft and advanced missile development has resulted in a backlog of \$1,533,469,000—of which 51% is Air Force, 20% Navy, 29% Commercial.

LOCKHEED ELECTRA: Passenger Load Profit Analysis



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## Britain Indicates Military Support Will Be Given to Near-East Sultan

RAF Planes Drop Leaflets in  
Rebel-Held Area Ordering  
It Cleared in 48 Hours

By a WALL STREET JOURNAL Staff Reporter  
LONDON—Great Britain took steps to demonstrate she meant business in her statements that she would give full military support for the Near-Eastern Sultan of Muscat and Oman. Rebel groups are attempting to overthrow the Sultan.

Yesterday British Royal Air Force planes dropped leaflets in an area 100 miles in diameter around rebel-held territory of Nizwa in central Oman, giving the people 48 hours warning to clear the area.

Oman is on the east coast of the Arabian peninsula and borders Saudi Arabia.

Leaflets dropped in the name of the Sultan of Muscat and Oman warned rebels that the RAF would give a show of force when the time limit expired early today.

The Sultanate of Muscat and Oman, currently not an oil producer, has had friendly treaty relations with Britain for the past 150 years. British subjects have frequently acted in an advisory capacity to the Sultan and serve as officers of local forces. The British intervention came at the Sultan's request.

### Britain's Prestige at Stake

British-protected states in the Persian Gulf regard Britain as under as strong an obligation to Muscat and Oman as to themselves. If the British failed to give help to the Sultan in the present uprising, confidence in the British intention to give adequate support in the future to British-protected oil rich states such as Kuwait, Qatar, Bahrain or Sharjah against encroachment of their more powerful neighbor Saudi Arabia would be severely shaken.

Such a slackening of confidence could jeopardize the future status of British oil companies operating in these areas—and hence Britain's supplies of Mideast oil.

While leaflet raids were taking place, British Foreign Secretary Selwyn Lloyd told the House of Commons that there is no question of large scale operations by British troops in Central Oman. "The real issue is not the scale of military operations but the fact that the government intends to give support to the Sultan," he explained. The most effective method for dealing with the situation is to see that means of entry for further arms are sealed off and "that we propose to do," Mr. Lloyd added.

There have been rumors that the rebels were being supplied with arms by Saudi Arabia. The foreign secretary told members of the House of Commons on Monday that British authorities had been given discretion within certain limits to take military action to assist the Sultan of Muscat and Oman in quelling tribal uprisings in central Oman.

### Outside Help for Rebels

He then explained that reasons for this action were that "dissidents have clearly received assistance from outside the territory of the Sultan. It therefore, in view of the government, is right that we should respond to the Sultan's request for help."

Unrest in Oman has been confined to the area around Nizwa—mainly mountainous country partly covered by heavy undergrowth and trees—which was the stronghold of the former Imam of Oman, a religious leader who was deposed in 1955. Present disturbances have

been stimulated by the former Imam and his brother, Talib Bin Ali.

While the ex-Imam and his brother appear to have had some initial success in persuading some of local tribes to defect, the unrest is believed to remain localized. It is understood the Sultan is anxious to make a show of strength quickly to reassert his authority and bolster his prestige to prevent support for the former Imam from tribes in the area who though at present loyal would regard inaction as a sign of weakness.

### U. S.-British Rift Denied

By a WALL STREET JOURNAL Staff Reporter  
WASHINGTON—The U. S. State Department branded as "hogwash" suggestions that rivalries between British and American oil companies are responsible for the current uprising against the Sultan of Muscat and Oman.

The department's press officer, Lincoln White, said charges of such rivalries, which have appeared in British publications, are "absolutely baseless." The Sultan and rulers of neighboring Saudi Arabia have long disagreed over just where the boundary runs between them in the Arabian desert.

Before the days of dramatic Middle Eastern oil finds, the boundary troubles were of only minor concern. But today with the high strategic and economic premium on oil, any Middle East tension takes on major diplomatic importance.

Various rumors have hinted that Saudi Arabia was giving aid to the insurgents, perhaps with American weapons. The U. S. is selling Saudi Arabia weapons in an attempt to keep that oil-rich kingdom on the West's side against Russia and Egypt.

Others have claimed that, in an attempt to get control of whatever oil might be found in Muscat and Oman, British and American companies have stirred up rivalries with each other.

On the weapons issue, Mr. White said, "We have no evidence that American arms are being put into this situation at all." He said the State Department had no information on the sources of the arms.

Mr. White noted that the Iraq Petroleum Co. has a concession to explore for oil in Muscat and that company is owned by both American and British, as well as Dutch and French concerns. The American companies are Standard Oil Co. (New Jersey) and Socony Mobil Oil Co.

The exclusive oil concession in Saudi Arabia is held by an American company, the Arabian American Oil Co., owned by Jersey Standard, Standard Oil Co. of California, Texas Co. and Socony.

### American Cyanamid to Buy MacGregor Instrument Assets

NEW YORK—American Cyanamid Co. announced it will purchase the assets of MacGregor Instrument Co., Needham, Mass., manufacturers of surgical equipment.

Kenneth C. Towe, Cyanamid president, said under terms of the acquisition MacGregor stockholders will receive 46,460 shares of Cyanamid common stock par value \$10 in exchange for the business and assets of MacGregor.

Cyanamid spokesmen said MacGregor would operate as part of Cyanamid's Surgical Products division, which makes surgical specialties and the Davis & Beck brand of sutures, ligatures and suture needle combinations.

## Business Milestones Publisher of Newsweek Buys Sizable Interest In San Diego TV Firm

By a WALL STREET JOURNAL Staff Reporter  
NEW YORK—Weekly Publications, Inc., publisher of Newsweek magazine, announced it had signed a contract for purchase of a substantial minority interest in KFSD, Inc., San Diego broadcasting company.

Subject to Federal Communication Commission approval, the contract calls for purchase of "slightly under" 50% of the common stock and "slightly over 50%" of the preferred stock of the station, presently owned by Fox, Wells & Co., a private investment firm. Price or number of shares to be purchased were not disclosed.

This marks Newsweek's first venture into the television field. Borden Putnam, treasurer and vice president of Newsweek said: "We are considering purchase of four or five other TV stations at the present, but have nothing concrete at this time."

KFSD operates AM, FM and TV stations and is affiliated with the National Broadcasting Co. network.

### Hotpoint and Texas Builder Acquire Sites in Illinois

CHICAGO—The Hotpoint Co., Chicago appliance maker, and Centex Construction Co., Texas builder, acquired adjoining tracts of industrial property in nearby Elk Grove, Ill., totaling 1,496 acres.

John C. Sharp, Hotpoint president, said his company will complete a new 108,000 square foot refrigerator compressor plant employing 300 to 350 persons on Hotpoint's 770-acre site by early 1959. At some later date, the company plans to build an air conditioner plant and a television set making facility in the area.

Mr. Sharp said other Hotpoint plants are planned for the location and will be added over the next five to 10 years. However, he noted all such facilities would be used to supplement present facilities at Chicago, Cicero, Milwaukee and Chicago Heights, which will not be moved or closed.

Centex, which specializes in homes, announced it would use its 720 acres for a planned industrial area, with sites of two to 200 acres to be leased or sold to industries.

The area will be served by the Chicago & North Western Railroad and the Chicago, Milwaukee, St. Paul & Pacific Railroad. The Centex industrial park is slated to have a trucking terminal, bank, post office and restaurant facilities. Tom Lively, Centex president, estimated his company's industrial park would eventually hold 75 plants employing a total of 10,000 people.

### Life Companies Boost Assets

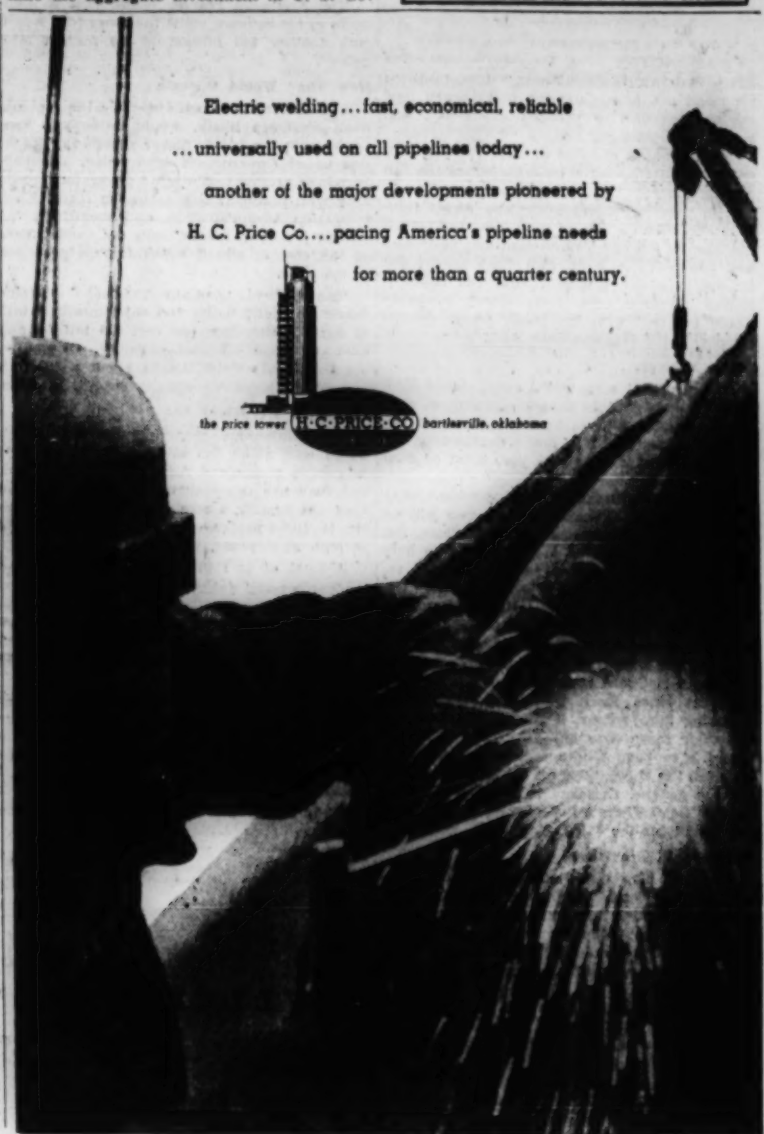
NEW YORK—Life insurance companies boosted their assets almost \$2 billion in the first five months of this year, and put half of that investment increase into mortgages. The Institute of Life Insurance reported total assets of some 1,100 companies were slightly under \$97.9 billion May 30—up from \$96 billion at the beginning of the year.

The mortgage rise in the five months was to \$34 billion from \$33 billion. In the same time the aggregate investment in U. S. Gov-

ernment securities fell almost \$200 million, to \$7,340,000,000, while holdings of corporation bonds increased \$231 million, to nearly \$37.5 billion.

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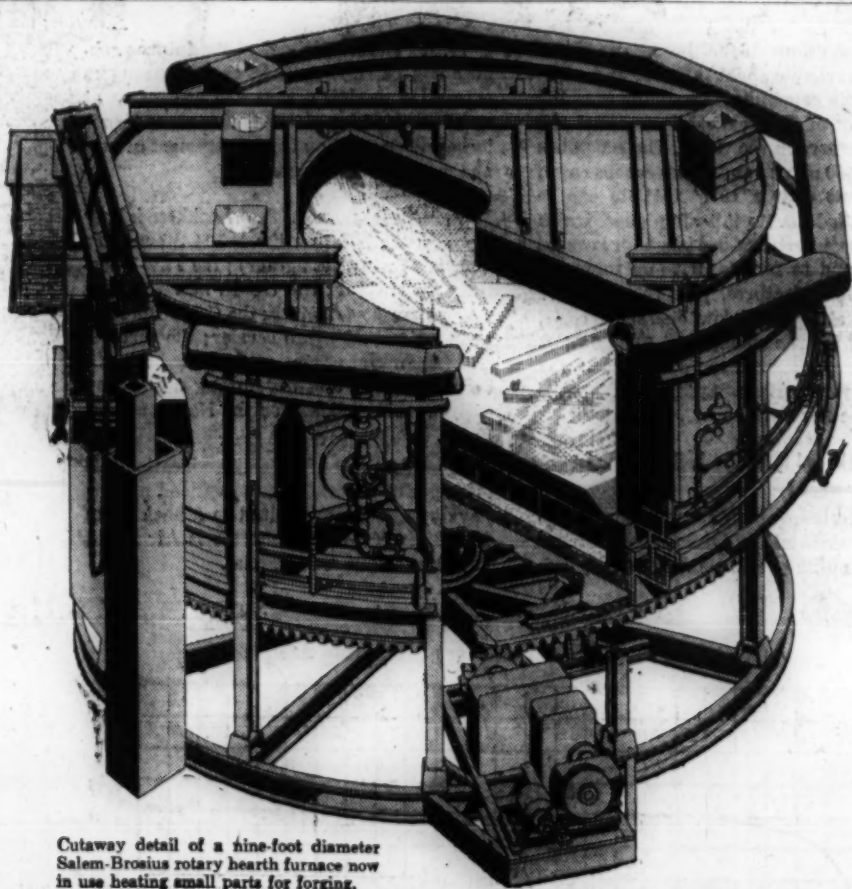
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## Who's News

Personnel Notes—  
Management—Forbes New Chairman  
Of Consolidated Edison;  
Eble Named PresidentNew York Utility's New Chief  
Succeeds Late H. R. Searing;  
3 Vice Presidents Promoted

By a WALL STREET JOURNAL Staff Reporter

NEW YORK—Directors of Consolidated Edison Co. of New York, Inc., have elected Harland C. Forbes chairman of the board and Charles E. Eble president.

The election of the new officials follows the death on June 26 of Hudson R. Searing, Con Edison's late chairman of the board.

Mr. Forbes, 59 year old former president of the giant New York utility, joined the company as assistant to the chief electrical engineer in 1924. As system engineer and assistant vice-president in charge of system planning, Mr. Forbes was primarily responsible for the master plan that guided Con Edison's huge post-war expansion program. Mr. Forbes was elected executive vice-president in 1949 and became president in 1955.

Mr. Eble (rhymes with pebble), is a 56 year old golfing enthusiast who joined Con Edison as an office boy in 1918, and promptly began night school studies in accounting and business administration that helped him advance to the post of assistant controller in 1935. The following year he became senior assistant controller at the time Con Edison was consolidating many of its major local gas and electric companies. Mr. Eble became controller in 1946 and in 1953 was elected vice president in charge of accounting, auditing and tax operations.

Con Edison's directors also promoted James F. Fairman, Earl L. Griffith and L. A. Griffith from vice presidents to senior vice presidents.

David H. Baker, Former  
Air Force General, New  
Capital Airlines President

By a WALL STREET JOURNAL Staff Reporter

WASHINGTON—Maj. Gen. David H. Baker, who recently resigned from the Air Force where he has been in charge of procurement and production since 1953, has been elected president of Capital Airlines.

J. H. Carmichael, now president, was elected chairman, succeeding George R. Hann, who has been elected chairman of the executive committee. The changes are effective August 1.

In announcing the changes, Mr. Carmichael stressed the rapid growth of Capital and the increased work load. He noted that there have been increasingly heavy demands on management as the company enters the jet age and that competition is growing among the air carriers.

Capital between 1947 and 1956 increased its passenger traffic volume to more than a billion passenger miles annually from 292 million. Gross revenues rose to \$63.7 million from \$29.3 million during the period, and in recent months traffic has been running 50% or more over cor-

responding 1956 periods. Employment in the last three years alone has doubled to 8,000 from 4,000, and 2,000 of the new employees have been added during the past 12 months.

Gen. Baker is a graduate of West Point and of the Harvard Business School. His duty in the Air Force included procurement of jet and turboprop airplanes, the Vickers Viscounts, for about two years and was the first American company to introduce them into U. S. service.

## Commerce and Industry

W. A. Sheaffer Pen Co. (Fort Madison, Ia.)—R. O. Thomas was named vice president.

Ford Motor Co. (Dearborn, Mich.)—Robert R. Nadal was appointed general sales manager of the Lincoln division.

Hawaiian Pineapple Co., Ltd. (Honolulu)—William M. Bush was elected a director.

General Telephone Corp. (New York)—William L. McGuire was named vice president, general commercial manager, and a director of Automatic Electric Co., a subsidiary.

Olin Mathieson Chemical Corp. (New York)—Sam Gurley, Jr., was appointed vice president, sales.

American Brake Shoe Co. (New York)—Albert L. Hunt and Paul J. Bauman were elected vice presidents of the National Bearing division.

Southern Co. (Wilmington, Del.)—L. H. Jaeger, secretary and treasurer, was named vice president and treasurer. D. B. Peck was named secretary. John J. McDonough, president of the Georgia Power Co., a subsidiary, was elected a director of this utility holding company.

American President Lines, Ltd. (New York)—H. Boyce Lockett was appointed vice president and director of traffic. Andre P. Laumon was named controller.

True Temper Corp. (Cleveland)—Raymond T. Gutw was named vice president, merchandising, of this manufacturer of garden tools, golf club shafts, and fishing tackle.

## Finance

Bank of Texas (Houston)—Leslie Coleman was named president, succeeding George A. Butler, who was elected vice chairman of the board.

Irving Trust Co. (New York)—Alpheus H. Albert, Jr., and William C. Schutt were appointed vice presidents.

Sinclair Oil Extends Field  
Offshore in Gulf of Mexico

NEW ORLEANS—Extension of an offshore oil field in the Gulf of Mexico was announced by Sinclair Oil &amp; Gas Co.

Well No. A-5 on Federal Lease Block 175 in the Eugene Island area 40 miles off the Louisiana coast, is owned one quarter each by Sinclair, Sohio Petroleum Co., Peoples Production Co. and El Paso Natural Gas Co.

The third producer completed from a self-contained platform in 87 feet of water, the well flowed at the rate of 498 barrels a day of 30.1 gravity oil in 12 hours through a 10-84 inch opening from perforations in a Miocene Sand at 11,878 feet to 11,888 feet.

The latest producer confirms production in the No. A-1 discovery well.

The second producer in the field, No. A-4, is completed in a separate Miocene Sand.

The platform on a 10,000-acre Federal Lease block is located 75 miles from a land base at Morgan City, Louisiana.

Youngstown Sheet Net  
In Second Period Trailed  
'56, Topped 1st QuarterProfits for Half Year Set Record,  
Equaled \$6.38 a Share; Output  
And Shipments Fell

YOUNGSTOWN, Ohio—Second quarter earnings of Youngstown Sheet &amp; Tube Co. trailed profits for the like 1956 period but topped first quarter results, J. L. Mauthe, chairman, announced. Net income for the first half of this year set a record.

"Steel operations are continuing to drift downward as has been widely expected," Mr. Mauthe said. "It is estimated that July and August will be the low months of the year, with a recovery trend to be evident in September."

"Based upon projections of activity for the major steel-consuming industries," he added, "it seems probable that the fourth quarter will show a marked improvement in steel demand and operations."

Youngstown Sheet &amp; Tube earned \$11,317,042, or \$3.29 a share, in the second quarter. This was a gain from the \$3.09 a share reported for the first quarter of this year but a dip from the \$3.34 a share earned in the second quarter of last year.

First half profits rose to a record \$21,924,309, or \$6.38 a share, from \$21,522,772, or \$6.35 a share, in the like six months of 1956.

The company's steel shipments and production slipped in the first half. Shipments totaled 2,031,725 tons, 143,911 tons lower than in the first half of last year. Ingot output was 2,780,705 tons, off from 2,990,997 tons a year earlier.

YOUNGSTOWN SHEET &amp; TUBE CO. and subsidiaries report for quarter ended June 30:

	1957	1956	1955
Earnings per share	\$3.29	\$3.34	\$2.98
Net sales & other rev.	179,281,237	183,780,877	157,062,212
Net income after taxes	11,317,042	11,328,316	10,051,014
Capital shares	3,437,378	3,399,228	3,366,000
Six months ended June 30:			
Earnings per share	\$6.38	\$6.35	\$5.95
Net sales & other rev.	371,287,128	361,864,589	297,032,213
Net income after taxes	21,924,309	21,522,772	18,066,208

Corn Products Refining  
CORN PRODUCTS REFINING CO. and domestic and Canadian subsidiary companies report for quarter ended June 30:

	1957	1956
a-Earnings per common share	\$1.47	\$1.31
Net sales	\$5,486,238	\$4,611,278
Net before income taxes	\$1,828,267	\$1,258,247
Income taxes	2,652,860	3,359,915
Net income	4,362,897	2,948,333
Common shares	2,349,614	2,214,580
Six months ended June 30:		
a-Earnings per common share	\$1.81	\$1.78
Net sales	102,051,776	107,729,287
Net before income taxes	17,089,320	13,762,843
Income taxes	7,775,800	8,489,815
Net income	9,313,520	7,273,027
a-After preferred dividend requirements.		

## Monarch Machine Tool

MONARCH MACHINE TOOL CO. reports for six months ended June 30:

	1957	1956	1955
Earnings per share	\$1.81	\$1.15	1955
Shipments	9,042,779	8,360,199	\$3,181,231
Net income after taxes	679,453	483,853	\$284,850
Capital shares	420,000	420,000	420,000
Quarter ended June 30:			
Earnings per share	\$1.77	\$1.03	1955
Shipments	4,334,000	4,172,283	\$1,917,377
Net income after taxes	334,470	361,691	\$189,684
a-Net loss after giving effect to loss carry-back tax credits.			

## American Potash &amp; Chemical

AMERICAN POTASH &amp; CHEMICAL CORP. reports for quarter ended June 30:

	1957	1956
a-Earnings per share	\$1.81	\$1.70
Sales	10,818,648	10,460,918
Net income after taxes	1,223,761	1,201,717
Class A and common shares	1,205,619	1,467,000
Six months ended June 30:		
a-Earnings per share	\$1.25	\$1.29
Sales	21,767,346	19,356,546
Net income after taxes	2,485,325	2,396,625
a-After preferred dividend requirements and based on combined Class A and common shares.		

## Catalin Corp.

CATALIN CORP. OF AMERICA reports for six months ended June 30:

	1957	1956	1955
a-Earnings per common share	\$1.32	\$1.16	\$1.21
Net sales	12,344,459	11,000,512	\$3,306,319
Profit before income tax	487,393	374,758	448,346
Income taxes	236,898	182,432	217,950
Common shares	964,227	964,227	932,314
a-After preferred dividend requirements.			
For the quarter ended March 31, 1957, net income was \$88,684, or eight cents a common share as compared with \$121,742, or 12 cents a common share in the like 1956 period.			

## Mass. Investors Trust

MASSACHUSETTS INVESTORS TRUST reports net assets:

	June 30, '57	Dec. 31, '56	June 30, '56
Net assets per share	\$11.84	\$11.63	\$11.69
Net assets	1,136,824,583	1,099,594,428	1,068,037,703
Capital shares	97,643,294	94,478,135	91,299,533
a-After capital gain distribution in February of 14 cents per share.			

## Husmann Refrigerator

HUSMANN REFRIGERATOR CO. and wholly-owned consolidated subsidiaries report for six months ended June 30:

	1957	1956	1955
a-Earnings per common share	\$1.81	\$1.56	\$1.41
Net sales	15,523,481	15,019,314	15,438,495
Net before income tax	2,365,320	2,315,595	2,781,198
Income taxes	1,341,758	1,306,688	1,428,573
Net income	1,123,562	1,008,907	1,352,625
Common shares	1,209,582	699,141	699,141
a-After preferred dividend requirements. b-Adjusted to reflect two-for-one stock split in October, 1956.			
For quarter ended March 31, last, net income was \$446,893, equal to 23 cents a common share, compared with \$254,621, or 44 cents a common share in the period of preceding year.			

## Clorox Corp.

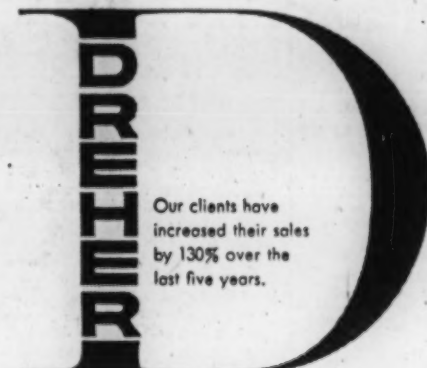
CLOREX CORP. and subsidiary report for six months ended June 30:

	1957	1956
Earnings per common share	\$1.33	\$1.30
Operating profit	238,787	40,384
Non-recurring charges	82,563	82,563
Net income	238,787	40,384
Capital shares	713,000	713,000
a-Net loss.		
For the quarter ended March 31, last, the company reported a net income of \$55,851, or 12 cents a common share, compared with a loss of \$23,177, after non-recurring charges of \$46,348, in the like 1956 period. The report notes that no provision for U. S. income taxes is required because of the loss carry-over from preceding fiscal years.		

## Moore-McCormack Lines

MOORE-McCORMACK LINES, INC., reports for quarter ended June 30:

	1957	1956	1955
Earnings per share	\$1.72	\$1.37	\$1.47
a-Net income after tax	1,427,000	1,120,000	921,000
Capital shares	1,294,194	1,294,284	1,241,384
Six months ended June 30:			
Earnings per share	\$1.15	\$1.15	\$1.08
a-Net income after tax	2,823,000	2,277,000	1,811,000
a-After reapture adjustments. b-Based on the 1,894,044 shares outstanding before the Robin Line acquisition. The net income for the first six months of 1957 reflects the earnings from the Robin Line, recently acquired from Seas Shipping Co., Inc., although 250,000 additional shares of common stock had been issued as of June 30, last, against the Robin Line vessels now in Moore-McCormack service. Shares actually outstanding at June 30, 1957, totaled 2,244,771.			

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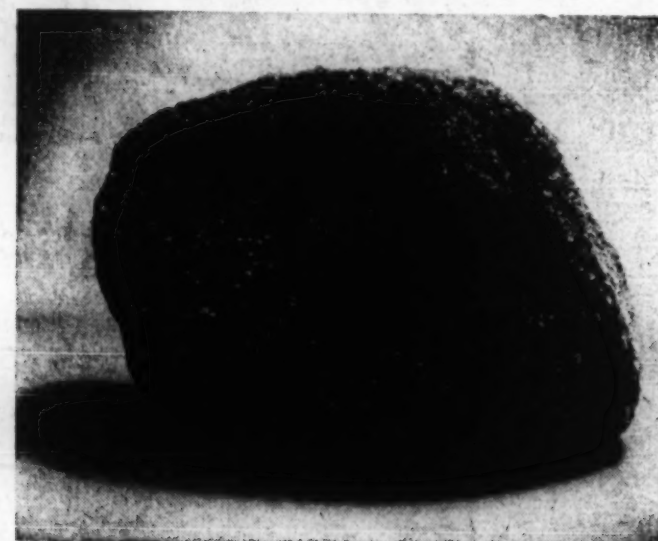
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To Liquidate Loss.....\$600.00

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To Liquidate Loss.....\$600.00

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To Liquidate Loss.....\$525.00

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**Liggett & Myers Net, Sales in 2nd Quarter, First Half Topped 1956**

President Says Cigarette-Cancer Controversy Has Had Little Impact On Volume So Far

By a WALL STREET JOURNAL Staff Reporter

NEW YORK—Liggett & Myers Tobacco Co., Inc., posted higher second quarter sales and earnings despite the recently revived cigarette-cancer controversy.

For the three months ended June 30 earnings equaled \$1.92 a share on sales of \$156 million, compared with share earnings of \$1.83 on sales of \$142,909,000 in the 1956 second quarter.

This brought share earnings for the six months ended June 30 to \$3.21 a share on sales of \$288,812,000, against \$2.93 on sales of \$272,612,000 for the 1956 first half.

Benjamin F. Few, president, said in an interview that July sales to date are running ahead of July, 1956. Mr. Few termed June sales "the best month in several years."

Mr. Few said the renewed health controversy apparently has not had much effect on sales so far.

Liggett & Myers expects to spend about \$5 million this year for new manufacturing facilities to produce filter tip cigarettes and hard box packages, Mr. Few stated. The company spent a similar amount for such facilities last year.

National distribution of Liggett & Myers' new Oasis, menthol-filter tip brand, was completed last week, Mr. Few stated. He called sales response for the new brand "good."

The recent industry-wide wholesale price hike on regular and king size cigarettes did not affect the results for the first half, William L. Perry, vice president and treasurer, said. The 35 cents a thousand increase will be reflected in result of the company's Chesterfield brand beginning this month, Mr. Perry stated.

**KLM-Royal Dutch Airlines**

KLM-ROYAL DUTCH AIRLINES consolidated report for six months ended June 30 (translated into U. S. dollars at the rate of Dfl. 3.80 per U. S. \$1.00):

	1957	1956
Earnings per share	\$1.38	\$1.34
Operating revenues	27,706,000	47,453,000
Profit before taxes	8,118,000	8,715,000
Income taxes	372,000	623,000
b-Tax credit	1,500,000	1,500,000
Net income	7,246,000	7,492,000
Capital shares	1,479,540	1,329,540

Twelve months ended June 30:

	1957	1956
Earnings per share	\$4.09	\$4.48
Operating revenues	114,992,000	97,188,000
Profit before taxes	34,146,000	37,749,000
Income taxes	1,981,000	2,788,000
b-Tax credit	3,000,000	2,532,000
Net income	25,165,000	32,463,000

a-After extra depreciation and expenses of \$407,000 in the June quarter of 1957 and \$475,000 in the June quarter of 1956 and \$1,017,000 in the 12 months ended June 30, 1957 and \$1,028,000 in the 12 months ended June 30, 1956. b-Representative tax reduction in respect of capital investments in the first six months half of the annual amount.

The report states that net earnings adjusted to reflect depreciation of aircraft and engines on the basis of historical cost in accordance with generally accepted accounting principles in the United States (i.e., adding back extra depreciation) would have been as follows: \$2,653,000 or \$1.86 a share for the six months ended June 30, 1957 as against \$2,327,000 or \$1.89 a share in the like 1956 period and \$7,872,000 or \$4.78 a share for the 12 months ended June 30, 1957, as against \$7,622,000 or \$5.72 a share in the 12 months ended June 30, 1956.

**Commercial Solvents**

COMMERCIAL SOLVENTS CORP. consolidated report for quarter ended June 30:

	1957	1956
Earnings per share	\$1.19	\$1.20
Sales	14,814,345	15,272,771
Profit before taxes	1,141,864	1,350,117
Net income after taxes	228,664	711,479
Capital shares	2,741,422	2,741,422

Six months ended June 30:

	1957	1956
Earnings per share	\$2.43	\$2.41
Sales	29,247,230	29,278,534
Profit before taxes	2,283,107	2,318,530
Net income after taxes	1,331,497	1,477,129

The report states that results previously reported for periods prior to March 31, 1957, have been restated to give effect to a merger of Thermoplastics Carbon Co. into Commercial Solvents Corp., which became effective April 30, 1957.

**Scott Paper**

SCOTT PAPER CO. consolidated report for six months ended June 30:

	1957	1956
Earnings per common share	\$1.34	\$1.43
Net sales	129,671,217	123,441,549
Profit before taxes	22,222,265	23,161,533
Income taxes	11,430,000	11,750,600
Net income	10,792,265	11,410,933
Common shares	7,994,622	7,994,613

a-After preferred dividend requirements.  
For the quarter ended March 31, last, net income was \$1,211,567 or 68 cents a common share as compared with \$3,790,144 or 73 cents a share in the like 1956 period.

**Climax Molybdenum**

CLIMAX MOLYBDENUM CO. reports for the quarter ended June 30:

	1957	1956
Earnings per share	\$1.71	\$1.47
Sales and revenues	17,452,638	16,138,511
Net income after taxes	4,380,495	3,719,230
Capital shares	2,560,000	2,560,000

Six months ended June 30:

	1957	1956
Earnings per share	\$3.28	\$2.97
Sales and revenues	33,889,010	32,212,330
Net income after taxes	8,480,047	7,386,111

b-Revised by company.

**United Whelan**

UNITED WHELAN CORP. reports for the quarter ended June 30:

	1957	1956
Earnings per common share	\$1.11	\$1.10
Net income after income taxes	210,139	232,400
Common shares	1,919,381	1,984,731

Six months ended June 30:

	1957	1956
Earnings per common share	\$2.19	\$2.11
Net income after income taxes	375,577	351,530

a-After preferred dividend requirements.

**Standard Financial**

STANDARD FINANCIAL CORP. (formerly Standard Factors Corp.) reports for six months ended June 30:

	1957	1956
Earnings per common share	\$1.25	\$1.25
Net income after taxes	306,348	259,000
Common shares	1,138,964	1,138,964

Quarter ended June 30:

	1957	1956
Earnings per common share	\$1.11	\$1.10
Net income after taxes	138,010	97,600

a-After preferred dividends.

**United Engineering & Foundry**

UNITED ENGINEERING & FOUNDRY CO. report for the six months ended June 30:

	1957	1956
Earnings per common share	\$1.10	\$1.10
Net income	2,738,001	1,380,630
Common shares	2,471,863	2,463,833

a-After preferred dividends.

**Iowa Public Service**

IOWA PUBLIC SERVICE CO. reports for the twelve months ended June 30:

	1957	1956
Earnings per common share	\$1.46	\$1.19
Operating revenues	22,375,340	22,303,200
Net income	3,691,742	4,633,463
Common shares	2,597,334	2,379,439

a-After preferred dividends.

**Dennison Mfg.**

DENNISON MANUFACTURING CO. reports for six months ended June 30:

	1957	1956
Earnings per common share	\$1.41	\$1.37
Net before income taxes	1,896,000	2,341,600
Net income after taxes	836,000	1,132,000
Common shares	593,239	847,531

a-After dividends on debenture stock and outstanding in both periods on the 573,334 common shares outstanding June 30, 1957.

**Standard Shares**

STANDARD SHARES, INC. reports:

	June 30, 1957	Dec. 31, 1956	June 30, 1956
Net assets per share	\$17.76	\$17.80	\$18.37
Net assets	23,335,917	25,448,473	26,131,267
Capital shares	1,430,000	1,430,000	1,430,000

Incomes for six months ended June 30:

	1957	1956
Net ordinary income	\$354,901	\$272,364

**F. W. Woolworth's Net Declined in First Half Despite Sales Increase**

By a WALL STREET JOURNAL Staff Reporter

NEW YORK—F. W. Woolworth Co. said sales increased in the six months ended June 30, but the rise failed to cover the increase in operating costs so net profit trailed a year earlier.

J. T. Leftwich, president and chairman of the large variety store chain, termed the rise in sales to nearly \$351 million from \$348.5 million in the first half of 1956—below the company's expectations. They were "sluggish," particularly in May and June, he said. He added, however, the figures are "slightly distorted" by the fact there was one less business day this year than last and said volume since July 1 has "encouraged" the concern on the outlook for the rest of the year.

Net slipped to \$1.30 a share in the first half this year from \$1.38 a year earlier. Mr. Leftwich reported Woolworth's British company paid higher dividends this year, but its German concern reduced its payments due to needs for cash for expansion. The result, however, was a rise of about \$315,000 in income from the two subsidiaries, the company said.

F. W. WOOLWORTH CO. and Canadian subsidiary report for six months ended June 30:

	1957	1956	1955
Earnings per share	\$1.30	\$1.38	\$1.11
Sales	350,847,736	343,523,873	297,454,878
Net before income tax	15,506,785	18,791,280	16,589,190
Income taxes	2,718,500	1,800,000	1,800,000
Net income	11,588,285	13,197,280	11,789,190
Capital shares	9,703,897	9,703,897	9,703,897

**Gulf Oil**

GULF OIL CORP. and consolidated subsidiaries report for six months ended June 30:

	1957	1956	1955
Earnings per share	\$1.28	\$1.24	\$1.11
Sales	200,847,736	187,912,280	16,589,190
Net before income tax	15,506,785	18,791,280	16,589,190
Income taxes	2,718,500	1,800,000	1,800,000
Net income	11,588,285	13,197,280	11,789,190
Capital shares	9,703,897	9,703,897	9,703,897

a-Based in both periods on 29,845,892 shares of capital stock outstanding as of June 30, 1957. b-Represents non-recurring profit, after capital gain, from the sale of the company's remaining shares of Texas Gulf Sulphur Co. stock. c-Equal to 13 cents a share. d-Related by company to conform with 1957 figures which are on the basis of principles of consolidation adopted December 31, 1956.

For quarter ended March 31, last, net income was \$4,528,000, equal to \$2.26 a share on 20,024,144 shares of capital stock, compared with \$71,862,000 or \$2.43 a share on like number of shares in the first quarter of 1956.

**Southern Co.**

SOUTHERN COMPANY and subsidiaries report:

	1957	1956	1955
Earnings per common share	\$1.32	\$1.44	\$1.35
June gross	21,823,191	18,835,362	17,099,642
b-Net income	2,912,463	2,530,387	2,068,443
12 months gross	218,084,899	218,437,333	200,775,538
b-Net income	22,115,913	23,319,298	24,418,417
Capital shares	11,102,230	15,564,546	11,087,443

a-For 12 months ended June 30. b-After taxes and charges.

**Alabama Power**

ALABAMA POWER CO. (a subsidiary of Southern Co.)

	1957	1956	1955
June gross	\$2,283,337	\$2,007,632	\$2,079,348
June gross	1,387,223	1,162,633	1,117,731
12 months gross	14,772,671	14,823,450	13,344,104
a-After taxes and charges.			

**Tung-Sol Electric Offers 100,000 Shares of Preferred**

NEW YORK—A new 100,000-share (\$5 million) issue of Tung-Sol Electric, Inc., 5% cumulative preferred \$50 par stock comes on the market today at par.

The new stock is convertible into common before August 1, 1967, at \$35.00 principal amount of preferred per common share. Redemption prices range from \$32.50 up to August 2, 1959, down to \$30 after August 2, 1967. A market fund will operate until the 1967 date; a sinking fund then goes into operation.

Proceeds will be used to reduce short-term loans and increase working capital for the electrical and electronics firm.

**Cartier Products Stock Offered for First Time In \$11 Million Secondary**

By a WALL STREET JOURNAL Staff Reporter

NEW YORK—Cartier Products, Inc., stock, never before offered publicly in the firm's 77-year history, promises an outstanding debut today.

A 300,000 share registered secondary offering at \$22—total \$11 million—goes to market today through Eastman Dillon, Union Securities & Co. The Securities and Exchange Commission made the registration effective Tuesday afternoon, but the formal offering was held over until today.

Other firms in the Street were more anxious to start Cartier's public career. The stock was quoted at 29 1/2 bid on a when-issued basis by some dealers.

The New Brunswick, N. J., based firm has 2,565,000 shares of the \$1 par common outstanding, with no long-term debt. Products include Milltown, a tranquilizer, Arid, a deodorant, and Cartier's Little Liver Pills. Dividends have been paid annually since 1883.

All shares being offered to the public come from the portfolios of certain stockholders; no new stock is being issued by Cartier.

**Reading Co.**


READING COMPANY reports:

	1957	1956	1955
Earnings per common share	\$3.18	\$2.95	\$2.54
June gross	11,154,382	10,989,049	9,899,311
Net operating income	1,259,376	1,211,230	1,145,623
b-Net income	712,824	507,479	812,843
Six months gross	71,611,288	69,363,998	57,433,582
Net operating income	8,134,284	7,373,961	7,115,186
b-Net income	4,822,791	3,524,116	4,661,378

a-For six months ended June 30, after allowing for preferred dividend requirements. Capital stock consists of 528,473 shares of \$2 non-cumulative first preferred, \$39,412 shares of \$2 non-cumulative second preferred and 1,396,523 shares of common. b-After taxes and charges.

**Kroger Sales**

KROGER CO. reports sales:





## Pepsi-Cola Earnings Rose in First Half, Sales Hit a New High

Official of Soft Drink Company Says \$2 a Share Net Is Goal For the Entire Year

By a WALL STREET JOURNAL Staff Reporter  
NEW YORK—Net earnings of Pepsi-Cola Co. for the six months ended June 30 rose to about 85 cents a share from net in last year's first half of \$4,326,000, equal to 73 cents a share, Alfred N. Steele, chairman, said.

He said the company has budgeted or projected earnings for all 1957 of \$2 a share and since it has proceeded this far "on budget" he is confident the company will attain its earnings goal for the year. In the year ended December 31, Pepsi-Cola earned \$8,884,787, or \$1.50 a share.

Herbert L. Barnett, president, said that in the first six months this year both dollar and case sales hit record levels. He added that case sales were up 7% over the total in last year's first half.

At a Plateau  
Commented Mr. Steele: "We've got our roots down now and have a good sound domestic organization. We're at a plateau of development from which we're about to take off."

Pepsi-Cola produces a soft drink concentrate which it sells to bottlers who add sugar and water to the concentrate to make a syrup which is then used to produce Pepsi-Cola beverage. Sales last year were \$97 million.

Pepsi-Cola's profit margin last year, Mr. Steele said, was 22%, which compares with 9% in 1950. He said management's aim is to get the profit margin up to about 26% or 27%.

On May 1, Pepsi-Cola boosted the price of its concentrate 9%. Mr. Steele said this increase will add about \$4 million a year to the company's gross income.

About a year ago Pepsi-Cola introduced a new 6 1/2 ounce bottle in a few test markets. It's now on sale in 25 markets and will be in 50 to 60 markets by the end of the year, according to Mr. Barnett. This gives Pepsi-Cola a bottle size that's comparable with Coca-Cola's six-ounce bottle.

New Plants to Be Opened  
Mr. Steele said Pepsi-Cola bottling plants in the U. S. now number about 852, of which 17 are owned by the parent company. He said another 35 plants will be opened during 1957.

Last year, he said, Pepsi-Cola bottlers added about 28 million cases to their annual capacity at an expenditure of \$21.8 million. This year, he added, they will boost their capacity by another 24 million cases at an investment of \$20 million.

Three years ago Pepsi-Cola bottlers began installing pre-mix vending machines. The beverages dispensed by these machines are mixed at the bottling plant and not in the machine. Last year bottlers acquired about 50,000 of these machines at an investment of about \$15 million. Slightly less than 50,000 are expected to be installed during 1957, according to Mr. Barnett. He said he believes the potential for these machines today is about 400,000.

One reason why the installation of these machines has proceeded at such a rapid rate, Mr. Barnett said, is a financing plan devised by Pepsi-Cola. Under this plan, a bottler can acquire a machine with no down payment, pay nothing for the first six months, and then make 36 equal monthly payments.

Mr. Steele said Pepsi-Cola's advertising expenditures last year totaled \$8 million and

bottlers spent another \$16 million. This year, he said, Pepsi-Cola will spend about \$10 million and the bottlers about \$16 million.

Bottlers' prices of Pepsi-Cola now range from 80 cents to \$1.65 a case of 24 12-ounce bottles, depending on the locality. Most case prices, however, range from \$1.10 to \$1.30. Recently prices were increased in the Philadelphia and Pittsburgh areas to \$1.40 from \$1.20. Mr. Steele said prices during the remainder of the year probably will "creep up" in areas which have not experienced a rise thus far this year.

The Large Bottle  
Pepsi-Cola's large 26-ounce Hostess bottle was introduced in the New York market in March. It is now being retailed in 90 to 100 markets.

Mr. Steele said Pepsi-Cola now has plants in 75 foreign countries. He said its overseas sales areas now encompass about 260 million people. The company, he added, hopes during the next three years to extend its sales areas so that the number of potential foreign customers will be doubled.

Of the foreign plants, Pepsi-Cola owns five in the Philippines and two in Cuba.

One of the company's aims, Mr. Steele said, is to balance the company's business on both sides of the Equator so that the bulk of its sales will not fall in just the few months when summer is occurring north of the Equator.

Currency Restrictions Noted

He noted that the company is encountering currency restrictions in getting its profits out of some countries. A big percentage of its overseas business is in the sterling area, which has been supplied from a concentrating plant in London.

Mr. Steele said the company is now starting to make concentrate shipments to sterling areas from Bermuda instead of London. In this way, he explained, the company can avoid the 52% corporate tax levied in Britain, and realize an additional \$1 million in profits during the first year of this new arrangement, even without an increase in sales.

From Spain, he said, the company is not allowed to take out any of its profits but it can purchase oranges with these profits which are shipped to Germany where an orange drink concentrate is produced.

### Endicott Johnson

ENDICOTT JOHNSON CORP. and subsidiaries report for six months ended May 31:  
\$ mos. end. 6 mos. end. 6 mos. end.  
May 31, '57 June 2, '56 May 28, '56  
Earnings per share \$2.31 \$1.47 \$1.74  
Net assets 70,326,849 75,537,466 68,387,291  
Profit before income tax 2,336,180 4,895,304 2,556,740  
Net after income tax 1,665,180 3,805,304 1,182,740  
Inventory adjustment 69,543 6,459,361 6,389,235  
Net income 1,694,723 1,007,663 1,551,975  
Common shares 816,729 816,729 816,729  
a-After preferred dividend requirements. c-Credit.  
d-Debit.

### MacFadden Publications

MACFADDEN PUBLICATIONS, INC.: Consolidated report for the quarter ended June 30:  
1957 1956  
Earnings per share \$4.48 \$3.30  
Gross revenue 4,781,832 4,478,772  
Net income after taxes 183,753 138,561  
Capital shares 497,561 497,561  
Six months ended June 30:  
Earnings per share \$1.09 \$1.76  
Gross revenue 9,765,824 9,261,283  
Net before income taxes 823,874 626,610  
Net income 443,937 310,305

### Eaton & Howard Balanced Fund

EATON HOWARD BALANCED FUND reports net assets:  
June 30, '57 Dec. 31, '56 June 30, '56  
Net assets per share \$22.35 \$21.77 \$22.87  
Net assets 188,853 174,827,846 176,193,576  
Capital shares 8,079,539 8,079,539 8,079,539

### Eaton & Howard Stock Fund

EATON & HOWARD STOCK FUND reports:  
June 30, '57 Dec. 31, '56 June 30, '56  
Net assets per share \$21.42 \$20.79 \$21.66  
Net assets 88,797,989 74,725,188 66,298,827  
Capital shares 4,613,741 3,594,464 3,157,684

## Why Boil?

This tycoon should be boiling—but he isn't. He is wearing a custom tailored version of the "Cool Suit" Jet-heat developed for steel plant workers who ladle molten metal all day long. Jet-heat's Creative "Idea to Product" Development Engineering has profitably diversified the lines of many forward-looking companies. We have done this by suggesting and developing new products which utilize or are easily adapted to existing facilities. Sales Mfg. Co. is among the many companies, large and small, which we have serviced. May we be of service to you?

An inquiry or request for new product suggestions does not obligate you in any way. Write for brochure.

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INGLEWOOD 4, NEW JERSEY

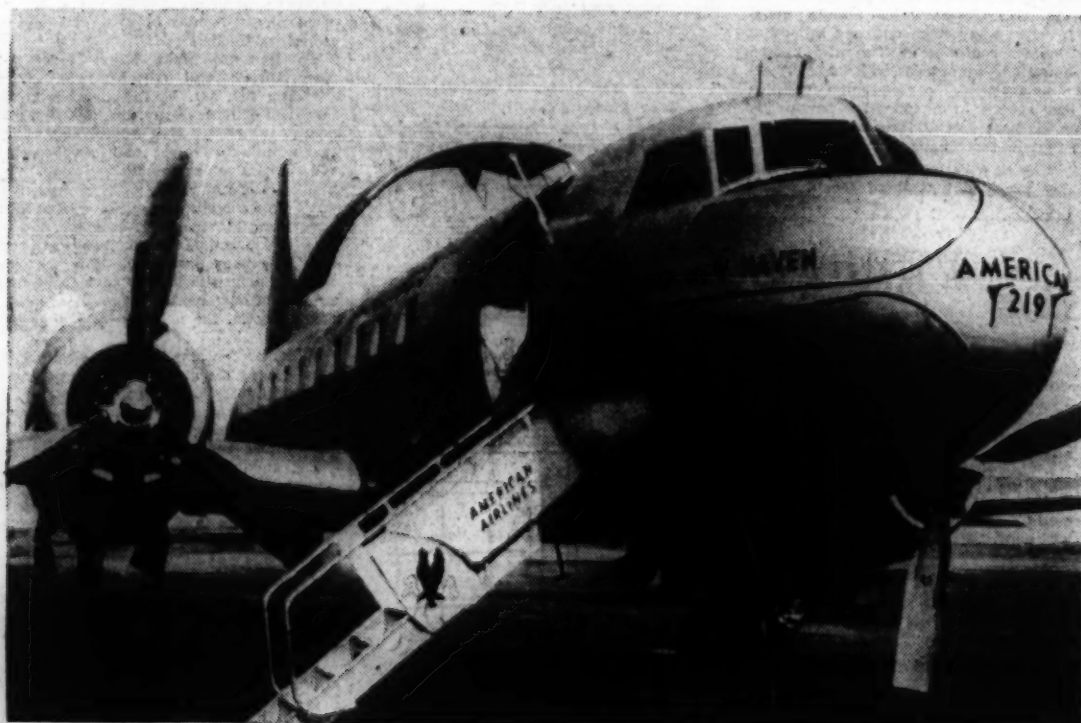
## TIP

Some advertisements, like some horses we know, are in no condition to run. But smart handling could round them up to form and see them finish in the money. If you're at all interested in improving the breed of your advertising, you might like to see our stable. We've turned out some easy winners, and our clients tell us that we always give them a run for their money... Post time! Anytime you say.

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## American Airlines announces the sale of 8 Convair Aircraft (Model 240)

The Convair is an ideal plane for corporate needs. It is an outstanding dependable aircraft seating forty passengers in pressurized, airconditioned comfort. These planes have been fully maintained to airline standards. Priced at \$375,000 each, one or two will be available September 1st—the remainder by October 1st. For information and specifications, write: Mr. B. L. Southwick, Manager Aircraft Sales, American Airlines, Inc., Tulsa O & S Depot, Tulsa, Oklahoma.

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America's Leading Airlines

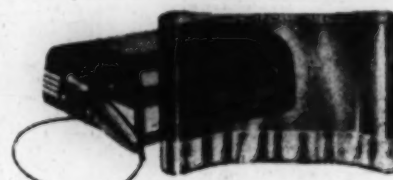
## Secretaries become more important—with the Dictaphone Time-Master The dictating machine with the Dictabelt record

A SECRETARY saves valuable hours when her boss uses a Dictaphone TIME-MASTER. Result: she gets to help him in the more important jobs.

To dictate, he simply lifts the mike and talks. She goes on with her typing, decision-making, or other work. No short-hand interruptions.

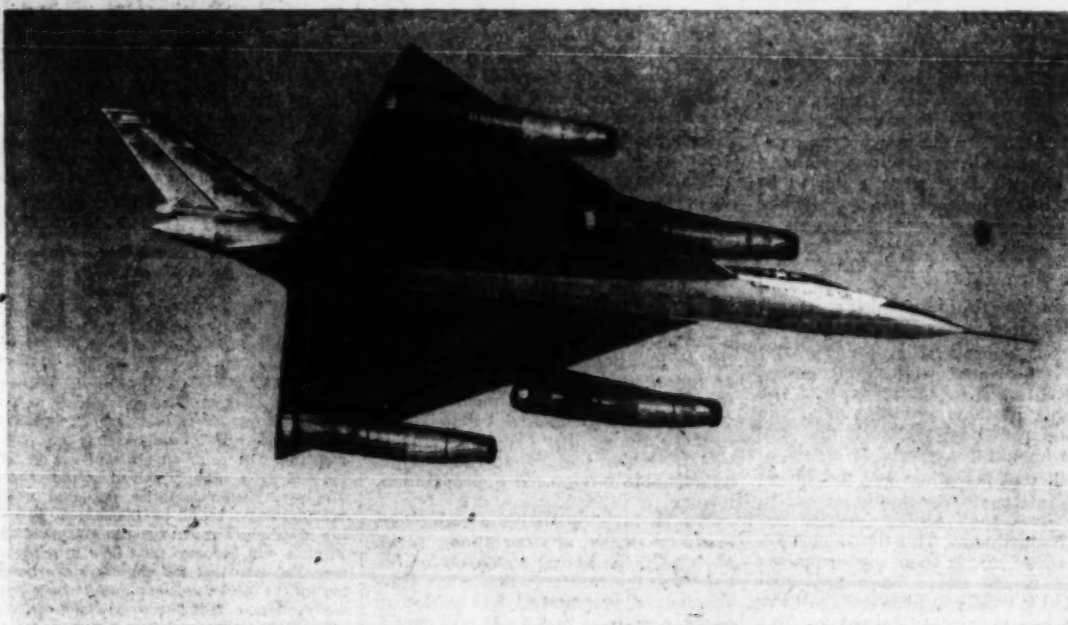
How about transcribing? A cinch. DICTABELT records are clear to hear, and always visible to the transcriber—she can't lose her place. What's more, they're fileable, permanent (so important dictation can't be erased by mistake), and simple. No fiddling, no fussing, no reel-winding.

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The Dictabelt Record—main reason why the Dictaphone Time-Master outsells all other dictating machines.

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The graceful, deadly-looking Convair B-58 Hustler is the world's first supersonic bomber. Its speed is still secret, but designers admit that this hot bomber is built to resist searing heat when it pushes its nose into the thermal barrier.

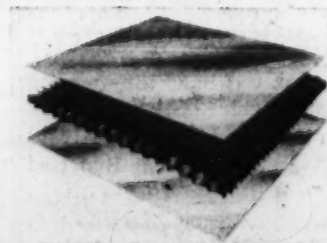
## Special Armco Stainless Steel solves "hot skin" problem in world's fastest bomber

Sweeping advances in military aircraft performance have called for the research, development, and mass production of special new stainless steels. These metals not only have to withstand intense heat but also shrug off the terrible stresses of supersonic flight.

Armco Steel Corporation, one of the world's largest producers of special

steels, is supplying the new stainless steel that helps make it possible for the B-58 to operate beyond the sonic wall.

The need for new metals is by no means limited to the military. Armco development of special steels, to do special jobs, has created new markets in many industries. It has been a significant factor in Armco's steady growth.



Cross section of the "skin" of the B-58. A thin honeycomb layer is sandwiched between two gleaming sheets of stainless steel in critical parts of the bomber. This special steel (Armco 17-7 PH) was developed by the research division of Armco Steel Corporation.



Stainless steel by the mile. Armco facilities for producing stainless steel work at capacity to meet the demand. The vast aircraft industry is now the second largest user of stainless steels.

**ARMCO STEEL CORPORATION**

MIDDLETOWN, OHIO



SHEFFIELD STEEL DIVISION • ARMCO DRAINAGE & METAL PRODUCTS, INC. • THE ARMCO INTERNATIONAL CORPORATION



## REVIEW and OUTLOOK

### Matter of Urgency?

In his broadcast night before last Secretary Dulles spoke of the "increase in urgency of reaching agreement" on disarmament. The urgency is such that "marginal risks must be accepted if thereby we eliminate vastly greater risks."

It seems to us there is a risk—by no means marginal—in this very notion of urgency. The United States entered the current London disarmament talks with considerable skepticism and little optimism. Partly because the Soviets seem slightly less impossible than heretofore, the Administration has gradually come to regard getting a limited disarmament agreement as a matter of overriding concern.

The danger here is in thinking of disarmament as an end itself. It is not; it is only a means. The goal, whether of armament or disarmament, is the national safety. If a disarmament agreement enhances security by lessening the prospect of war, well and good. But it does not follow that any disarmament treaty will have that effect.

The Administration, to be sure, has not suddenly lost its senses about disarmament. Mr. Dulles was careful to distinguish between realistic and unrealistic goals; and a workable inspection system is still the heart of the United States approach. The disturbing question nonetheless remains whether the Administration's new urgency may not lead it farther than the national safety warrants.

Some of the proposals the United States has already made at London could entail more than "marginal" risks. Perhaps the least worrisome, assuming adequate detection, is the suggestion for a ten-months' ban on nuclear bomb tests; the period is so short it would not seriously disrupt the broad range of American experimentation.

A good deal more serious is the pro-

posal to halt production of fissionable material for weapons purposes after a date to be agreed upon. Is it realistic to imagine an inspection system that could guarantee the Soviets were living up to this? If not, the plan could be dangerous indeed.

And it must be assumed that the Soviets will evade any agreement if they possibly can. Even an inspection system, basic as it is to other disarmament steps, could be the occasion for a Soviet double-cross. No one can be sure that it is possible to devise a "foolproof" inspection.

Suppose the Soviets accepted the plan for air and ground inspection of their country in exchange for inspection of ours. Is it really a good idea to throw open the whole United States to Soviet agents? The chances are they would learn more than we would, and when they learned it they could call off the deal, better prepared for attack.

We make these comments not to argue that the United States should stop discussing disarmament with the Soviets. Certainly the subject is important enough that this country should not spurn opportunities which might lead to some safe alleviation of the arms burden.

But the urgency of getting agreement is highly debatable. Mr. Dulles offered a harrowing prospect if agreement is not reached. "Do we want a future," he asked, "where men must learn to live as burrowers within the earth's crust for protection against the blast, the heat, the radiation of nuclear weapons? . . . Do we want individual freedom to become an historic relic?"

Those are by no means necessarily the consequences of failure to sign a disarmament pact. They could well be the consequences of a hasty agreement based solely on the proposition that disarmament is an end in itself.

### Status of Singers

Anybody who wished to do so the other day could turn on his television set and get some of the old reliables, like Arthur Godfrey, Amos and Andy and Naughty Marietta, starring Jeanette MacDonald and Nelson Eddy in their smash spectacular.

But anybody who knew about the arrival here of the 21 French singers called Les Petits Chanteurs de Provence and heard about their scheduled program turned the dials quite in vain.

The reason is that the program was cancelled. And the reason the program was cancelled was this: The 21 Frenchmen were told that they had to join the American Federation of Television and Radio Artists, affiliated with the Associated Actors and Artists of America, which is not affiliated with Mr. Petrillo's American Federation of Musicians, before they could appear and sing their French songs even once.

That was all right with the chanteurs, because they were going to be paid \$87 each for their appearance and

\$87 is 35,583 francs on the honest market.

It was all right, that is, until they learned that the dues were \$115 or 47,035 francs. This, for Frenchmen who are used to being paid for singing, seemed to amount to Frenchmen paying to sing and that does not make sense even to Americans, no?

Well, in this day and age everybody is supposed to do when in Paris or elsewhere as the people there do in the interests of foreign relations. And the practice here certainly is to pay out large dues before a man can sing or dance on TV. But it strikes us that this rule doesn't do as much for foreign relations as it does for the union treasury.

We recognize that this conflict of foreign relations and union monopoly is a hard one to solve. But couldn't the Administration do something along the lines of a "status of singers agreement" so foreigners wouldn't be forced to pay to sing here?

### Living With Economy

When the Administration's budget first went to Congress last January the requested appropriation for the Defense Department was slightly more than \$36 billion. And the view of the Pentagon at that time was that this was the rock-bottom figure that the military could live with.

Well, just the other day the House and Senate conferees finally agreed to appropriate \$33.7 billion for the Defense Department. This figure is some \$197 million more than the economy-minded House would have appropriated and it is \$774 million less than the Senate had previously agreed to. But it is still \$2.4 billion less than the military insisted it had to have.

And now, lo and behold, the Defense Department has let it be known that it can, after all, "live with" the \$33.7 billion. The smaller figure, it turns out, is not going to wreck our national defense program.

### Bulova Watch Co. Says Defense Work Fell 50% In First Fiscal Quarter

#### Chairman Notes Watch Business Was Slightly Lower Than 1956; Higher Current Sales Reported

By a WALL STREET JOURNAL Staff Reporter

NEW YORK—Bulova Watch Co., Inc.'s defense work for the first fiscal quarter, ended June 30, "was about 50% of the volume for the same period last year," and a continued decline is expected, Arde Bulova, chairman, said after the annual meeting.

Mr. Bulova explained that the watch company's defense business consists primarily of fuses and timing devices for which there is less demand "without a fighting war." The company earlier had attributed a slight sales decline in 1956 to decreased defense work.

"Our watch business in the first quarter was off slightly, although considerably better than the industry in general," Mr. Bulova added. John H. Ballard, president, said that watch sales in the second quarter have improved and "ought to come up to last year" by the end of 1957.

Martin Simon, a stockholder, said at the

meeting that he had heard Bulova's new electric razor, introduced in April, "is a small citrus fruit." He said he had been told the product "is a lemon" because it gives off excess heat, and asked if it were being improved.

Mr. Bulova replied that the company is continually trying to improve its products. After the meeting he added that the razor has had only limited distribution to date and termed the market "rather complicated and highly competitive." He declined to comment on sales.

Mr. Bulova was asked by a stockholder about the status of the company's relations with Tiffany & Co. Bulova called Tiffany's earnings record "incredibly bad" and has been refused permission to examine the jewelry firm's books. Bulova still owns about 33% of Tiffany's stock obtained when it failed in an attempt to win control of the jewelry company in 1955.

"This matter has been put into the hands of our attorneys," Mr. Bulova replied, "and it would not serve our company's interest to divulge our plans for handling this situation with the Tiffany management at the present time."

In reply to a stockholder who asked about diversification plans, Mr. Bulova said "there are several new things both in the watch field and jewelry related items which we are working on." After the meeting he acknowledged Bulova is developing both an electronic watch and a ladies' electric razor.

## Letters

### To the Editor

#### Tire Progress

Editor, The Wall Street Journal:

Your July 15 article "Fibre Fray," on the use of rayon and nylon cord in automobile tires, poses a question I have wondered about for a long time.

Twenty years ago when I was in college I drove a Ford V-8. Like college boys then and now I was quick on the getaway, drove the maximum speed that the road would allow, and was familiar with the gravel roads of the desert as well as the highways. I usually got 18,000 miles to a set of tires.

Today I am 40 years old. Age and responsibility have slowed my driving speeds and tempered my getaway. My car is equipped with dynaflo, which is easy on tires; I drive on smooth highways and freeways with gentle curves; I have the front wheels aligned and the wheels balanced and the tires switched (never bothered with such nonsense 20 years ago). I usually get 18,000 miles to a set of tires.

Rayon, nylon, buns-a, neoprene, new tread design, millions of dollars of advertising—but where is the technological advance in tires?

Oakland, Calif. D. M. GIBSON

#### Permissible Privilege

Editor, The Wall Street Journal:

The permissible wide latitude of editorial privilege is abused when knowing misstatements and completely false pictures are painted as in your editorial "Beyond the Bounds of Reason" (June 26).

Reference to the U. S. Senate's Hells Canyon vote as "a spectacle of Senators gleefully throwing away tax money" is nothing less than a barefaced effort to falsify and distort the truth, with obvious intent to mislead.

As you are without doubt fully aware, all Federal tax money used to build Hells Canyon dam would be repaid to the Treasury with interest and in full as is being done by all other Federal dams built in the Northwest which in most cases are years ahead of their schedule of repayment. In case you didn't know, revenue for this repayment comes from sale of power to both private and public power distributors and private consumers—at a profit.

Insofar as any "public power bloc" is concerned, if there is one in the Northwest, it is composed of a majority of the public themselves, as was so aptly demonstrated in the Congressional elections of 1956. More likely, any "bloc" involved is that combination of private power monopolists and Eastern industrialists whose obvious ambition is to insure continuance of the Northwest in a status of economic colonialism by preventing full development of their chief natural resource—a cheap-power potential from unlimited falling waters of the Columbia.

W. W. CAMPBELL

Portland, Ore.

#### Recreational Mud Flats

Editor, The Wall Street Journal:

Your efforts to bring home to the public that big spending and big government walk hand in hand are indeed commendable. It seems obvious that a large governmental department must keep busy generating spending projects or those in charge will be out of jobs. Frequently the projects are wasteful, harmful and useless and purposely the plans are kept in relative darkness until fully developed by which time the ball is rolling too fast to stop.

A typical example of the above is the Potomac River project providing for the construction of a high dam at River Bend. Preliminary hearings on the subject were recently held in Fairfax, Virginia, by the Army Corps of Engineers under the sponsorship of Senator Wayne Morse (again). Senator Morse and the engineers both seem to feel that something ought to be done about the state of the Potomac but, so far, what and why. It is like being tried for a crime the court refuses to name. How can the accused defend himself?

But the high dam project on the Potomac is old hat. It was killed as recently as 1946 because it was shown that no flood protection was necessary. Washington has no power shortage. The pollution problem can be better and more cheaply solved at the source. The recreational facilities the dam would provide would be piff as the largest part of the 42,000 acres it will flood in Maryland and Virginia will become mud flats in the summer. But now that the engineers are finishing up the Missouri River and Seaway projects and now that there is some question about Hells Canyon, what can they use for an excuse to keep busy? Ah—the District of Columbia's water supply—a matter that should be of concern to every red-blooded American!

So out come and dusted off are the old plans for the dam at River Bend. "Let's make a big one," say the engineers, "one upon which we can build an empire." Maybe they'll even call it Morse Dam. The trouble is that no one has bothered to look at the figures.

Since 1952 Washington's average daily water usage has decreased 10% from 174 million gallons per day to 157 million in 1956. The maximum peak usage in any one day was 263 million gallons in 1954 and the all time record low flow of the Potomac was 506 million gallons, roughly double absolute peak demand.

How can we justify spending on projects like this? Again, my compliments to you on your efforts to stop it.

HENRY B. R. BROWN

Westfield, N. J.

#### Lack of Objectivity

Editor, The Wall Street Journal:

Your editorial "Blindling Court Critics" (July 18), like your earlier expressions dealing specifically with the Girard case, earn my heartiest congratulations. On these, as on most other issues, I find myself in full agreement with you.

The question intrudes itself: What is at the root of the vagaries shown, not only in recent startling decisions by the "liberals" of the Supreme Court, but also of their ideological brethren in both Congress and the executive branch of the Government?

I think William F. Buckley, Jr., had the answer when he concluded that today's "liberals" are characterized by "an inconsistency born of a lack of objectivity." Nothing, I submit, better explains the capricious unpredictability of their acts and words.

RICHARD S. MORRISON

Delta, Utah

## Lopsided Deal

### "Collective Bargaining" Provides Immunity for Unions

BY ROSCOE POUND

Before the Taft-Hartley Act a collective bargain between an employer and a labor union was only binding in practical effect on one side. The Norris-LaGuardia Act had "insulated labor unions" in the field of injunctions against liability for breach of contract. The terms of the collective contract, bound the employer. They did not bind the union.

As the law then stood it was said: "There are no Federal laws giving the employer or even the Government itself any right of action against a union for any breach of contract. Thus there is no substantive right to enforce in order to make a union amenable as such in the Federal courts."

Section 301 of the Taft-Hartley Act sought to remedy this condition. In introducing this amendment to the National Labor Relations Act Senator Taft said: ". . . All we provide in the amendment is that voluntary associations shall in effect be amenable as if they were corporations, and amenable in the Federal courts if the contract involves interstate commerce and therefore a Federal question."

What is the practical result of Section 301 toward achieving equality of enforcement on each side of a collective bargain with a labor union?

The Supreme Court of the United States has put this in great doubt. In *Employees v. Westinghouse Corp.*, Justice Frankfurter says: "The aim was to open the Federal courts to suits on agreements solely because they were between labor organizations and employers without providing Federal law for such suits."

#### Smacking of Unreality

Also he says: "From this conclusion inevitably emerge questions regarding the constitutionality of a grant of jurisdiction to Federal courts over a contract governed entirely by state substantive law, a jurisdiction not based on diversity of citizenship yet one in which a Federal court would, as in diversity cases, administer the law of the state in which it sits. . . . To turn Section 301 into an agency for working out a viable theory of the nature of a collective bargaining agreement smacks of unreality. Nor does it seem reasonable to view that section as a delivery into the discretionary hands of the Federal judiciary, finally of this Court, of such an important, complicated and subtle field."

Justices Burton and Minton concurred in these views. Justice Reed said: "Since Congress has legislative power over labor matters affecting interstate commerce, it may grant jurisdiction to the Federal courts to try incidents of that activity that raise legal issues, and dictate what law should be applied."

Chief Justice Warren and Justice Clark expressed no opinion on the questions raised by Justice Frankfurter; Justices Douglas and Black, concurring, would give effect to the section as a whole. Justice Harlan did not sit.

Where does this leave us?

Whether and how far the employer can sue to enforce the collective agreement is at least involved in grave doubt. Two serious questions of constitutionality are raised by three members of the court, challenged by one in part, and answered in the negative by two. No opinion is expressed by two. There is obviously no assurance what view will ultimately prevail. For practical purposes the situation remains what it was before the enactment of Section 301 of the National Labor Management (Taft-Hartley) Act.

Severe Penalty  
Taking the situation as it was without Section 301 of the National Labor Management Act, it has been held that violation of a "no strike" clause in a collective bargain agreement did not justify discharge of those who broke it because discharge is a severe penalty and the violation should be very serious to allow imposition.

We are told that "the punishment should fit the crime," as if a statute defining a crime was being construed instead of a term of a contract; as if a rule imposed on the striker against his will would be enforceable instead of a proposition to which he had agreed in a collective bargain in which his part was at least on an equality with that of the employer.

A collective bargaining agreement specifically provided that there should be no

strikes, stoppages, or lock-outs during the term of the agreement. Notwithstanding, the workers seeking reopening, which it was found they were not entitled to, stayed away from their work for some three weeks. It was found that there was no justification, either legal or moral, for the act of the employees, and that their cessation of employment was in derogation of the terms of the collective agreement. It was held that the best interest of all parties would be served if the question of damages for the three weeks' stoppage was eliminated, "to avoid the regeneration of antagonisms that finally have been dissipated."

In other words, the union can violate the contract with impunity in order that antagonisms in the future may be avoided!

In another case of breach "where there were mitigating circumstances," the arbitrator awarded that the union should contribute \$300 to the community chest as reimbursement for the harm done by stoppage of the service of a street railway. Contracts are not much when enforcement against one side depends on the awards of the arbitrators capable of such decisions.

#### Vested Right

It must be remembered in this connection that employees are regarded as having a vested right in the job after striking. The National Labor Relations Board has a large discretion as to ordering reinstatement after a strike. During a strike five employees were arrested for throwing stones at the automobiles of non-strikers attempting to enter a plant. The Board ordered that they be reinstated along with the other strikers. This was held not an abuse of the Board's discretion.

But, some tell us, there ought not to be equality as between employers and labor unions. The law should keep its hands off and leave all question as to labor relations to administrative determination; they should not be legal questions at all. No other group of persons claims to have its rights and duties defined by the discretion of an administrative authority set up for its benefit.

The National Labor Relations Act makes it an unfair labor practice for an employer to refuse to bargain in good faith with his employees. The Board construes this to mean that where an employer refuses a union's request for increased wages, claiming financial inability to grant it, good faith bargaining requires that he furnish the union at its request the financial data on which his claim of inability rests. It seems to be assumed that the employees are entitled to increased wages and the burden is upon the employer to show that he cannot afford to pay them.

#### Too Much

In *National Labor Relations Board v. Truitt Mfg. Co.* the employees asked for an increase of 10 cents an hour. The company answered that it could not afford to pay so much. It was undercapitalized, had never paid dividends, and an increase of wages of more than 2½ cents an hour would put it out of business.

The union asked to have a certified public accountant examine the books, records and financial data of the company so that it substantiated its claim that it could not pay the demanded increase. The Board ordered full and complete information as to the company's financial status in order to substantiate its claim.

The Court of Appeals for the Fourth Circuit, at that time one of the strongest appellate courts of the country, denied enforcement of the order. This was reversed by the Supreme Court of the United States on the ground that refusal of the union's demand was a refusal to bargain in good faith. Justices Frankfurter, Clark, and Harlan dissented, remarking that the Board had made a rule of law beyond its powers and considered that the case should be sent back to the Board "to apply the relevant standard for determining good faith."

What is said in this case [by the dissenting justices] speaks for itself.

This is the second of several articles based on Roscoe Pound's booklet, "Legal Immunities of Labor Unions," published by the American Enterprise Association, Inc., Washington, D. C. The first article appeared July 22.

## PEPPER....and Salt

#### Hopeless Case

My dear, I'd gladly move the earth  
To overcome my vice!  
Because I know you're more  
than worth  
Such minor sacrifices.

But what's the use? I couldn't

A model of perfection—  
My vices gone, that very day  
I'd start a new collection!

—Hal Chadwick.

#### Worry Is For The Birds!

"Look, doctor, you'll just have to do something for me. My nerves are on edge. My stomach is all knotted up so I can't eat. It's too many responsibilities I guess. We're expanding all over the place, and it's sure hard to keep a tight rein on the whole works. Oh, we're making money all right, we're making a hatful, but this being the boss sure has its headaches. What's that? Tranquilizers you say? Do you think they'll fix me up? Well, okay, with the state of my nerves I'll try anything."

"Hello, doctor, you said to call you in a month. How am I feeling? Oh, great, thanks, just great. Those tranquilizers sure are great for relaxing you. Oh, say, doctor, there's just one thing—I'm afraid I'll have to keep you waiting for your bill. Sure, I know it's only twenty dollars, but the thing is I'm relaxed so much I just didn't give a hoot any more about the business. Of course after the bankruptcy



proceedings I may be able to let you have a few cents on the dollar."

—David Savage

Wrong Foot Forward  
A few rebellious words from the bride and a purely routine response from the quaking groom, and an Alabama wedding was thrown into shambles.

The justice - of - the - peace

## Reading for Business

### Drumming Up Trade

Although the drumfire of It Pays to Advertise was probably coined by an ancient ad man hungry for clients, few would be tempted to dispute the accuracy of the slogan. Certainly the authors of five recent books on advertising are not reticent about advertising's potency.

Advertising Media (N. Y.: Ronald Press, \$7.50) by Lyndon O. Brown and William M. Weilbacher of Dancer-Fitzgerald-Sample and Richard S. Leaser of Grey Advertising provides good insights on media strategy, the cost-per-thousand concept, and ways and means of measuring audiences qualitatively and quantitatively.

To be meaningful, the authors note, a cost per thousand readers, listeners or viewers should be based on an audience potentially available as customers. Too often, a dazzling low cost-per-thousand figure is based upon an overload of "non-prospects"—for example, a cigar manufacturer inadvertently reaching a substantial female audience.

Also important in cost-per-thousand comparisons is "depth of exposure." This frightening phrase deals with the strength of the advertising impression made on the individual prospect. Will he really order "the beer that made Milwaukee famous"? Will she put the soap that's "99.44-100% pure" on her shopping list? Will Junior insist on "the breakfast of champions"? Understandably, advertisers want to know.

As is suggested by the title of his book, John McEwan, a British ad man, defends his calling in Advertising As a Service to Society (London: MacDonald & Evans, Ltd., 12s.6d.). Mr. McEwan contends that advertising is the "lubrication" of an industrialized society, smoothing the meshing of mass production and mass consumption. The author breaks down advertising into three types—"educational," "reminder," and "institutional," each of which performs necessary functions for both the producer and the consumer.

Perhaps the most novel aspect of Mr. McEwan's presentation is his plan that the creative services of art, copy and research be separate from the commissioned agency and paid by fee, and that the brokerage service of selecting and placing space and time be paid by commission from media sources.

In his Advertising to Business (Homewood, Ill.: Irwin, \$4.60) Professor Roland B. Smith of the University of Connecticut's business school provides a good "how-to" manual on industrial advertising aimed at manufacturers, middlemen, service institutions and the professions.

His argument for business advertising is that it greatly increases the salesman's productivity by economically accomplishing contacts and pre-selling long before the salesman calls. He notes that in 1952, for example, the cost of a typical industrial sales call was found to be \$16.31. For the same year the cost per contact by a typical publication with a black and white full page advertisement was computed to be one and one-fourth cents.

Advertising at the Point of Purchase edited and compiled by the Association of National Advertisers with the cooperation of the Point of Purchase Advertising Institute (N.Y.: McGraw-Hill, \$6.95) points up the advertiser's last ditch effort to woo the customer in the store, purse in hand, ready, willing and able to buy. Such advertising, say the authors, "sells both by reminder and by impulse. When selling by reminder it utilizes the impact already made by other advertising media, serving as a link between them and the place where sales are made. When selling by impulse it also appeals independently. In either case, it is a potent instrument in clinching the sale. It 'tacks the order.'"

Besides doing this, say the authors, point-of-purchase can perform other useful functions such as bringing color, motion, and attractive commercial art into a store, and at no expense to the store. Displays can also divide a small store into departments, utilize seasonal and holiday appeals, and help control store traffic.

In How To Make More Money With Your Direct Mail (Pleasantville, N. Y.: Printer's Ink, \$6), Edward N. Mayer, Jr., president of James Gray, Inc. and past president of the Direct Mail Advertising Association, admits that direct mail (which postmen and others unceremoniously dub "junk mail") is one of the hazards of modern living. He contends, nonetheless, that direct advertising is "the most effective, inexpensive, and practical form of business promotion" in many instances. For the small business man with limited advertising funds, by way of example, direct mail can be, and frequently is, the main or sole advertising medium.

Whether for small or big business, Mr. Mayer says direct mail can carry out the five functions of creating more effective personal sales contacts; making prospects known; delivering background, sales or public-relations messages to customers, prospects, employees, stockholders or other special groups; taking actual orders through the mail; and conducting research and market surveys. This is a new edition of a book originally published in 1950.

—BY WILLIAM H. PETERSON

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## Two Shipyards Extend Ship Bids One Month For American-Hawaiian

Company Estimates 2nd Period  
Net Was \$90,662; First Half  
Profit Totaled \$222,107

By a WALL STREET JOURNAL Staff Reporter  
NEW YORK—Two shipyards have extended by one month the bids they made on the construction of trailerships for American-Hawaiian Steamship Co.

M. J. Frechle, executive vice president of American-Hawaiian, said the shipping company asked for the extensions "pending further study by the company." He thus indicated American-Hawaiian still hopes to proceed with its plans to open an inter-coastal trailer shipping service.

American-Hawaiian also reported estimated net profit of \$90,662 for the three months ended June 30, bringing net profit for the first six months of 1957 to \$222,107. This included first half income of \$360,007 from dividends and interest on investments, a carry-back credit of \$122,025 in income taxes, and research and development expense of \$102,563. Because there were no vessel operations during the first half of 1957, the company made no comparison with the first six months of 1956.

Bids for construction of the trailerships were submitted April 24 by Newport News Shipbuilding & Dry Dock Co. and New York Shipbuilding Corp. They were subject to withdrawal in 90 days, but now have been extended to August 23.

American-Hawaiian now is awaiting approval by the Maritime Administration on its application to construct either up to six 25-knot ships or up to eight 18-knot ships. If the Federal agency approves the application and agrees to insure a mortgage for 87½% of the construction costs, the shipping firm is expected to negotiate with the shipyards for construction of the vessels.

Newport News Shipbuilding was apparent low bidder on the ships. Extension of the bids by both Newport News and New York Shipbuilding indicate American-Hawaiian may be considering dividing any contracts between the two yards to gain earlier delivery of the ships. The company sold the last of its ships in 1956 in preparation for the trailer shipping venture. Under present conditions, the concern does not expect to have new ships in operation before 1959.

## Hamilton Watch Expects Net for '57 Will More Than Cover Dividends

By a WALL STREET JOURNAL Staff Reporter  
NEW YORK—Hamilton Watch Co.'s second quarter report this year "will not show substantial improvements" over the first quarter, Arthur B. Sinkler, chairman and president, told the New York Society of Security Analysts.

At the same time, Mr. Sinkler said that "the year as a whole, however, should be sufficiently profitable to more than cover preferred and common dividends at our current rate of \$1.40 per share." Hamilton has been paying quarterly dividends of 35 cents a share on common, or a total of \$1.40 a year.

For its first fiscal quarter ended April 30, Hamilton reported after-tax net income of \$63,435, equal after preferred dividends to 10 cents on each of 359,543 common shares, down sharply from the \$286,341, or 76 cents on each of the 330,547 shares outstanding in the year-earlier period. Last year, Hamilton went on to register second quarter net of \$134,239, or 30 cents a share. For the full fiscal year ended January 31, 1957, the concern reported net of \$1,540,049, or \$3.98 a common share, on net sales totaling \$25,411,325.

Mr. Sinkler said Hamilton is continuing to diversify so it will become less dependent on watches, and he termed 1957 as "an important year for our company because many of our new products have been brought to the production stage."

"However," he added, "this will affect our results for the year."

He said that demand for the company's new electric watch, introduced early this year, "has exceeded our expectations" and said the biggest problem at the moment is to train personnel in the new skills required to manufacture the watch most efficiently.

The chairman noted "our share of the total (watch) market in the U. S. is beginning to improve" over the 5% it now holds. He said Hamilton had 10% of the domestic market before World War II, but lost half of that during the war.

### Thiokol Chemical

THIOKOL CHEMICAL CORP. (excluding National Electric Laboratories, Inc., a wholly-owned subsidiary) reports for six months ended June 30:

	1957	1956
Earnings per share	\$1.34	\$1.85
Net sales	11,947,278	9,759,812
Net before federal income taxes	1,345,451	798,516
Net income after taxes	630,483	386,516
Capital shares	455,321	455,320

For the quarter ended March 31, last, net income was \$299,305, equal to 63 cents a share on 464,329 shares of capital stock, compared with \$136,574, or 41 cents a share on 336,736 shares in like period of preceding year.

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Magazine	Circulation Base	Probable Readership	Readers Per Copy
NEWSWEEK	1,100,000	6,124,000	5.6
Time	2,250,000	7,397,000	3.3
U. S. News & World Report	900,000	3,563,000	4.0

Viewed from a dollars-and-cents standpoint, NEWSWEEK is seen even more than before as the out-front buy.

The Sindlinger studies thus still further confirm the judgment of advertisers who, for the second half-year in a row, have given NEWSWEEK the biggest advertising page gains by far in the outstandingly important news magazine field—and the highest advertising revenue in NEWSWEEK history.

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### Statement by Sindlinger & Company, Inc.

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# Newsweek



# Newsweek...

the magazine for com·mu'ni·ca'tive people

Publisher's article



# Classified

## NATIONAL BUSINESS EXCHANGE FOR PERSONNEL, PRODUCTS, SERVICES, AND IDEAS

### Employers and Employees Meeting Place

#### POSITIONS AVAILABLE—MALE

**ASSOCIATE EDITOR, EXTERNAL COMPANY MAGAZINE**  
If you are a seasoned creative writer, a college graduate, with at least 10 years experience in newspaper, magazine, or free lance writing, you will be interested in this editorial post. You will enjoy an endless variety of writing assignments, most of them involving travel. The magazine is a top flight external, with world-wide reputation, published in Midwest headquarters of this manufacturing company. There is room for future long term growth, either on the editorial staff, or within the company. Salary open, depending on experience and present income. In reply please send full resume. Personnel Manager, Monsanto Chemical Company, Room 632, 1700 South 2nd Street, St. Louis 4, Mo.

#### TO MANAGE NEW SALES DIVISION

Chicago Manufacturer, founded in 1896, has opened a new division producing advanced design SIZE REDUCTION equipment used in the meat and food processing, chemical and pharmaceutical industries.  
We require the services of an equipment sales executive preferably with a chemical engineering background, who is capable of selling to top level production executives, demonstrating the application to their particular manufacturing processes. Some custom engineering of machines for special application would be required. Mature men with practical processing experience preferred.  
Development of a nation-wide sales organization is involved. Salary will be commensurate with the qualifications and with room for advancement in accordance with results achieved.

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### ADMINISTRATIVE ASSISTANT

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Writer: J. B. McCartney

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ROUTE 22 PLAINFIELD, N. J.

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#### WANTED

**Efficient Executive**  
To manage manufacturing case goods plant (eastern location). Experience should embody all phases of operation—knowledge of production, merchandising, sales and styling. A.A.A. firm with present volume over \$2,000,000. Salary open. Give complete resume and salary desired and availability.  
Box A-163, The Wall Street Journal

### THE POSITION OF PERSONNEL DIRECTOR OF THE MUNICIPAL GOVERNMENT OF OMAHA, NEBRASKA IS OPEN

APPLICANTS MUST HAVE 5 YEARS OF EXECUTIVE PERSONNEL EXPERIENCE.  
CONTACT  
**ROBERT P. SAMARDICK**  
Chairman of Personnel Board  
Room 105, City Hall  
OMAHA, NEBRASKA

### GEN'L SALES MGR.

**DIVISIONAL VICE PRESIDENT**  
An over \$100,000,000 Company, in over-the-counter, sophisticated consumer packaged goods, needs young and dynamic general sales mgr. to supervise and administer a national sales program. A related background, with comparable status, age 35-45, college grad., top compensation plan, fee paid, salary to \$35,000. Reply in confidence to:  
Mr. Chris A. Tobiasen  
TOWSON EMPLOYMENT AGCY.  
507 8th Ave., N.Y.C. MU 2-3480

### ANALYST (RESEARCH)

Familiar with commodity markets, charts & statistics. Good future for alert and diligent young man with prominent investment firm.

### SALARY PLUS BONUS

Wholesale Securities Executive with broad dealer contacts required by strong and important New England Group. Unusual opportunity. Salary plus participation.  
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**SALES ENGINEER**  
**PLANT MANAGER**  
**FOREIGN DOMESTIC**  
Diversified experience: Plant Manager 3 years Venezuela, sales engineering, design, estimates, production. Construction 4 years, highways, streets, sewers, BRCE Age 31. Married. Self-challenging work load covered by salary, incentive, management advancement, with company emphasizing growth. Available September 1, 1957.  
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#### TO MANAGE NEW SALES DIVISION

Chicago Manufacturer, founded in 1896, has opened a new division producing advanced design SIZE REDUCTION equipment used in the meat and food processing, chemical and pharmaceutical industries.  
We require the services of an equipment sales executive preferably with a chemical engineering background, who is capable of selling to top level production executives, demonstrating the application to their particular manufacturing processes. Some custom engineering of machines for special application would be required. Mature men with practical processing experience preferred.  
Development of a nation-wide sales organization is involved. Salary will be commensurate with the qualifications and with room for advancement in accordance with results achieved.

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A personal consulting service  
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**Valuable Distributorship**  
for the man who wants a business of his own  
With Exceptionally High Returns  
A highly respected, essential business that should provide you with at least \$12,500 the first year. An all year business—Not seasonal, not dependent on economic conditions. Endorsed by banks, trade associations, thousands of users. No overhead, warehouse, credit or labor costs. A trouble free business that yields exceptional income year after year. Unusual annuity feature—A business in which you can earn a semi-retirement income in rentals alone in 2 to 3 years.

We give you the benefit of our field and home office training program, plus sales stimulating advertising materials, and keep a continuing supervisory interest in your operation. An inventory investment of \$7,500 (\$12,500 normally returned within one year) gives you the opportunity to own an exclusive franchise. Write us giving a resume of your background and include your phone number.  
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#### CREOSOTED POLE PLANT

In one of Florida's most fabulous growth areas now showing profit for disinterested absentee owner. Present \$250,000 gross sales offer GREAT GROWTH POTENTIAL. PLANT, equipment, inventory and valuable real estate, all negotiable. Inquiries in confidence. R. C. Hilton, Inc., Realtors, 304 2nd Ave. So., St. Petersburg, Fla.

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Exciting home business or office sideline. Mail order business will show you how to net large profits with no investment in merchandise or advertising. Complete training and support. Proven practical, fully explained in FREE confidential literature. Requires \$20,000. 3407 Prospect Ave., Dept. D-22-30, Cleveland 15, Ohio.

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Elgin American, Inc.  
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#### FOOD DISTRIBUTORSHIP

Well established in Maryland industrial community. Unusual opportunity for a man with food background. All details developed by established representative. Principals and adequate arrangements will be made during transition period to insure continued profitable operation. Will sell for current book value.  
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Business executive with many overseas contacts... visiting Buenos Aires, Cape Town, and Tokyo at Sept.-Dec. would like to represent manufacturers desiring distribution on a commission basis... references exchanged.  
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#### SMALL MANUFACTURING BUSINESS WANTED

Individual with engineering background and some capital wants to purchase going small manufacturing business.  
Box Y-235, The Wall Street Journal

#### Wanted to sell in Bridgeport, Conn.

Store—60 years old. Selling because of owner's death. No reasonable offer refused.  
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#### BAR-RESTAURANT

Near LaGuardia Airport. Unlimited business opportunity. Owner retiring. Price \$20,000. Terms Rent \$175. Lease to suit. HI 6-9871

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#### FOR SALE

#### OLD, ESTABLISHED MEN'S CLOTHING MANUFACTURING CORP.

with national reputation. Volume in middle 7 figures, product in middle price range. Substantial production of summer specialties. Present and recent years' operations profitable but sizeable tax loss carry-over available. Practically all assets current, current ratio 2.4 to 1.  
Owned by Estates which must diversify holdings. Very favorable terms to responsible purchaser or will exchange stock for listed securities.  
PRINCIPALS ONLY  
Box A-261, The Wall Street Journal

#### WANTED TO PURCHASE

#### Industrial Organization Grossing Between \$250,000 - \$1,000,000 Annually

Business need not now be operating profitably, but must have potential. We are a publicly held concern. Send details in full confidence.  
BOX Y-240  
The Wall Street Journal

#### NEW ENGLAND BUSINESS OPPORTUNITIES

Live, work and play in N. E. May we offer you our completely screened Business Opportunity service? Operating Businesses and Development situations available at \$15,000 or over. All negotiable with buyers and owners held in strict confidence. Select your state—Me., N. H., Vt., Mass.—and send us your requirements... or ask for Free Business Opportunity Catalog.  
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Tel.: KIRKLAND 7-3236

#### NEW PROFITABLE FRANCHISE AVAILABLE

Rudd-Melikian, Inc., Harbor, Pa., leaders in the automatic hot food dispensing industry, has openings for dealers in a business that returns 60% gross and has other interesting features. Financing, advertising support provided. Your inquiry will be considered confidential. Write today for details.  
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#### FOR SALE

#### Auto Dealership

Handling three franchises for one of the Big Two, in City of 60,000 and trading area of 100,000. Located in fastest growing county in Northern California. Beautiful Package facilities in modern new building including adjacent used car lot. All at very low rent. High service above car sales. Excellent potential market penetration. Reply care Box 157-J, The Wall Street Journal, 415 Bush St., San Francisco 4, Calif.

#### WANTED

Company manufacturing metal products requiring some building machinery and having some customer acceptance. Well-rated company will buy outright or pay liberal royalty.  
GEORGE L. BRADSHAW  
25 Broad St., N. Y. MU 3-1093

#### HOTEL—Downtown Richmond, Va.

70 rooms, 70 full baths; all new furnishings; rooms from \$15.00 to \$25.00; filled every week-end; the retail business and Banking Division. Between Broad & Main Streets \$72,000 takes all.  
For particulars and pictures, write J. E. Timberlake, 2907 Park Avenue, Richmond, Va.

#### PROCESS APPARATUS

Your product actively presented to major Southern California engineering contractors, chemical and petro industry. Full potential developed by established representative. Replies confidential. Keeney-Kearney, 415 Bush St., Los Angeles 17, Calif.

#### GAS STATIONS WANTED

Independent oil company will purchase or rent existing stations on busy intersection 1 mile of 50 ft. or more.  
Box 143, The Wall Street Journal  
711 W. Monroe St., Chicago 11, Ill.

#### FOR SALE

2 Seta Calendar Rolls, 62" width 20 dia. rolls, max. opening 32" 1 Seta Double Effect Evaporator, 4" 3" x 6"  
Have Industries  
Attn: Mr. Scott V. Norris  
300 Greenbank Road  
Wilmington, N. C.

#### SACRIFICE PRESSES—NEW 1948 LESS THAN 1/3RD OF REPLACEMENT

200 Ton Clearing, mechanical, 45" x 45" bed, 15" stroke, 20" shut height 200 Ton Clearing, mechanical, 45" x 45" bed, 6" stroke, 23" shut height 200 Ton BLISS TOGGLE, bed 52" x 64", stroke 24", shut height 42".  
Write—Wip-Phone  
DAVE DEMAREST & CO.  
3431 W. Fort St., Detroit 16, Mich.  
Phone: TAskmoor 6-0646

#### YOUR AD TAKES YOU CLOSER TO THE BUYING ACTION IN THE MART

For sale: Excellent Business, Grocery & Meats. Modern Living Quarters. Gross last year \$100,000.  
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#### OLD, ESTABLISHED MEN'S CLOTHING MANUFACTURING CORP.

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#### MACHINERY & EQUIPMENT

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#### MERCURY ARC RECTIFIERS

Very modern General Electric—like new, several units of 4,000 amps. each, 600 volts D.C., 13,800 volts A.C. Complete with transformers and all controls.  
IN OUR STOCK AND IMMEDIATELY AVAILABLE  
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#### MACHINERY & EQUIPMENT

#### FOR SALE



# Pigskin Predicament: Pro Football Turns a Profit But Fears Congress Will Pull Reserve Clause Upset

Continued From First Page

so high. Player salaries have not declined since the competition ended in merger between the old National Football League and the All-American Conference, they note.

Payrolls averaged \$300,000 per team last year, according to Mr. Bell. That's 10 times higher than his Eagle payroll before the draft, he asserts. And it averages out to more than \$9,000 per man for a five-month season.

The pro footballer is better off than his baseball counterpart in one important respect: There is no minor league to which he can be exiled if the team which holds the rights to his services cannot use him. Baseball critics have frequently accused the Yankees of shipping to the minors players who could be regulars on other American League teams, just to keep them in the Yankees chain. If a pro football team cannot find a spot for a player, it must either sell him to another team or release him as a "free agent" who can bargain for himself elsewhere.

All these points will presumably be made by executives and players as they try to convince Congress of the righteousness of their cause. But perhaps even more interesting will be revelations of the financial operating details of the football teams.

## Spilling Some Secrets

Like most officials of closely-held corporations, football executives have traditionally guarded their financial secrets desperately. But here's a preview of the sort of information Congressmen may now pry out on what it costs to run a football team and where the money comes from.

The Detroit Lions, who led the league in home attendance last year, provide a success story which exemplifies what has happened, to some degree, throughout the League.

The team's present owners, a group headed by President Edwin J. Clark of the Goebel Brewing Co., bought the club in 1949 for \$185,000. At that time it was a chronic also-ran, largely ignored even by Detroit's rabid sports fans and losing money at a dreadful rate. For three years the losses continued, totaling \$220,000.

But the trend was reversed by 1953 and in 1954, thanks to its tax loss carry-forward, the team cleared \$200,000 and all but wiped the slate clean. The next year the Lions netted another \$100,000 and last year's profit was \$119,000. Under the new management, attendance also has risen 10% a year and the club has won three division titles.

Mr. Anderson's group set up a corporation authorized to issue 5,000 shares of \$100 common stock, and 4,510 are now outstanding. If one accepts his estimate of the team's present value ("about \$1.5 million, if we were interested in selling"), each share is now worth well over \$300.

## Bad on the Buntions

The Lions last year played to 215,000 fans at home in six League games—an average of 35,833 a game. The magnitude of that accomplishment is indicated by the fact Briggs Stadium, which the Detroit Tigers baseball club rents to the Lions, has but 22,400 seats. On an average Sunday 225 persons paid \$3 a head for the privilege of standing; at one game there were 2,000 putting weight on their buntions.

So popular are the Lions in Detroit that only season ticket-holders stand a fighting chance of getting into the games. More than 40,000 such tickets will be sold before the season starts this year, Mr. Anderson predicts, in spite of a price boost of \$1 a ticket for box and reserved seats.

"Our prices are just about in the middle of the League," he says. "This year we'll charge \$6 a game for box seats, \$4 for reserved seats. Bleacher tickets will remain at \$2. It's the first time we've raised prices since we took the club." Even with the price increases, average ticket prices will be under those of nearby University of Michigan, which charges a flat \$4 for every seat in its 110,000-seat bowl.

Gross revenues from 1956 Lions home admissions amounted to just over \$1 million. The money was split this way:

Admission taxes claimed 10%. The Tigers charged 15% for stadium rent (a standard charge for baseball landlords, but much more than that paid by teams which rent municipal stadiums; the Cleveland Browns, for instance, pay but 5%). Another 5% went to the League

## Here's a Score Card For House Hearings Into Pro Football

By a WALL STREET JOURNAL Staff Reporter

WASHINGTON—Emanuel Celler, top player on the team of Congressmen who will begin taking a look at pro football today, starts his probe already convinced that all professional sports should be fully subjected to the anti-trust laws.

That includes baseball—which the Supreme Court still considers exempt. His subgroup of the House Judiciary Committee has already held hearings on baseball and will go on to other organized sports.

Some of his colleagues, however, take precisely the opposite tack—favoring anti-trust exemption for all sports. Still others favor placing certain business aspects, such as admissions prices, radio and TV, under anti-trust, but exempting team-player relations. Likely upshot: No changes in the laws, or the Supreme Court's interpretations of the laws, as they now stand—confusing as they are.

The hearings are being held because the Supreme Court turned the sport topsy-turvy with a pro football decision handed down on February 25. Justice Clark wrote the opinion, which was a split one. The vote was 6-3.

The decision specifically applied to the National Football League. The ruling was clear-cut: Pro football, the Court ruled, is subject to the anti-trust laws, even though baseball is not.

The case had been brought before the high justices by William Radovich, one-time star guard for the Detroit Lions, who was blacklisted for "jumping" to a Canadian team. The ruling sent the case back to a U. S. Court of Appeals, which will have to decide whether Mr. Radovich was in fact damaged by the blacklist as he has charged.

The Justice Department is, so far, doing nothing about pro football, for two reasons: (1) The Radovich case is a private action pitting the football player against the pro league. (2) The Court's decision, it is felt, settled just about every legal question that trustbusters could have raised regarding pro football's relations with its players.

The Government had filed a friend-of-the-court brief in the Radovich case, urging the court to bring football under the anti-trust laws. And that's exactly what the Court did. Trustbusters are now marking time, expecting Mr. Radovich may induce the courts to prohibit the reserve clause, blacklist, and other pro football practices. If so, there'll be no need for Government anti-trust action.

However, the Justice Department is still concerned about possible anti-trust violations in pro sports' broadcasting and telecasting deals, and is constantly studying them.

office and the remaining 70% was split 60-40 with the visiting team.

The Lions, therefore, kept about \$420,000 of their home admissions receipts. In an effort to increase this item, Mr. Anderson put out feelers on the use of the University of Michigan's huge stadium, but was rebuffed.

Net receipts from out of town games brought in more than \$260,000. This figure was slenderized because opponents, in retaliation for the high rental in Detroit, removed the same 15% cut from their home gross before splitting with the Lions, then pocketed the difference between that figure and what they actually paid their landlords.

Exhibition games netted approximately another \$200,000, more than the difference between making and losing money. This accounts for the vigorous fashion in which the football team owners defend the lengthy exhibition schedule when it is occasionally attacked by players.

The Lions refuse to divulge receipts from the sale of radio and television rights. Mr. Anderson reveals, though, that combined profits from the sale of programs and advertising in them, from the weekly meetings of the Quarterback Club (a luncheon group which views game movies and hears speeches by the coaches) and from radio-TV added up to something over \$170,000.

Television has affected football differently than baseball. Although only one major-league

baseball team (the Milwaukee Braves) is able to make a profit without television, widespread telecasting of the game has also been blamed for many of its ills—including the virtual demise of the minor leagues.

For football, however, TV has been an unrelieved blessing. "It's been one of the things largely responsible for our attendance gains in recent years," Mr. Anderson contends. "People who might never have gone to a pro game saw it on television and realized it's a much more polished, skillful game than college play. So they started coming out."

No pro football team televises its home games within a 75-mile radius of the city. But all teams televise their out-of-town games. Thus the revenue from TV is maximized, but no team competes with itself at home.

## Where The Money Went

Net revenues of the Lions last year approximated \$1,030,000. Where was the money spent? The most important item, (and likewise the largest) was the player payroll. When a team has a successful season, of course, most salaries go up—and the Lions have been very successful in most recent years. Accordingly, although Mr. Anderson declines to pinpoint it, the payroll probably amounted to \$350,000 last year.

Players bargain individually with Nick Kerbawy, general manager, and after a surprising last place finish in 1955, he could have cut individual salaries by as much as 10% last year under league rules. In practice, however, it doesn't work so easily. "There have been mighty few reductions on our team," Mr. Kerbawy says.

On practically any team, the highest-paid player is the quarterback—on whose passing ability most championships depend. It's likely Bobby Layne, the Lion's star quarterback, receives close to \$25,000 a year for 12 league games. He could pick up another \$4,000 by making the championship game and the annual College-All Star game.

No Lions player receives less than \$5,000. Backfield players generally earn more money than linemen, although star linemen such as Charlie Ane, Hawaiian-born center, may be paid \$8,000 to \$10,000.

## Plenty of Coaches

The non-player payroll of the Lions is lower than that of the average baseball club. The team has seven coaches more than the Tigers, but its office staff amounts to only 11 persons, including the general manager, ticket manager and assistant ticket managers, and a public relations man. There are also 15 part-time regional scouts who submit detailed reports on every promising college football player in the United States.

These scouts substitute for the sprawling, complicated and fearfully costly baseball farm system. A major league baseball team may have to subsidize a single top minor league team by as much as \$200,000 a year. Pro football gets its players without cost from the camps. "And they arrive with a ready-made press build-up greater than any minor league baseball player," Mr. Anderson adds happily.

Transporting, housing and feeding a football team is costly. "Our travel expenses have risen 50% in four years," Mr. Anderson says. The plane shortage recently has forced the Lions to give up charter flights and buy out entire scheduled airline flights—at regular fares. With its 33-man player squad, seven coaches, club officials and the local football press corps (which it carries free), the team fills up a DC-6.

Outfitting these enormous athletes requires \$50,000 worth of uniforms, pads, helmets, shoes, parkas and footballs. But this is inventory, not annual cost.

Among miscellaneous charges are such things as laundry and cleaning bills, \$5,000; medical and dental care for players, \$10,000 to \$15,000. This latter item can vary widely as lost or damaged bridgework seems to be an occupational hazard of professional gridder.

One item more important than its size indicates is movie-making, which last year cost the Lions about \$10,000. Two cameras catch every second of action in each game, one from the press box and another high in the end zone stands. The game films, which are analyzed by the hour by the coaching staff to detect and correct individual mistakes have now become an important supplement to scouting. Under an agreement set up last year, teams exchange films with future opponents to reduce the costs of sending scouts to several games.

## Washington at Work

### White House

Assistant Labor Secretary: President Eisenhower nominated John J. Gilhooly, Brooklyn attorney, to be an Assistant Secretary of Labor, filling a post vacant since 1954.

### Congress

School Bill: The House opened debate on the controversial \$2.1 billion school aid bill. The House is expected to defeat the measure when it comes up for a final vote, probably today.

Banking Bill: Comptroller of the Currency Ray M. Gidney continued to outline before the House Banking Committee his position on provisions of a Senate-passed bill to overhaul the nation's banking statutes. Committee Chairman Spence (D. Ky.) decided not to push for a time limit on questioning, at least for the time being.

Battleships: Naval officials told the House Armed Services Committee scrapping the battleship Kentucky and six other warships would be cheaper than trying to reconvert them into modern vessels.

Minerals: Officials of American Metal Co. Ltd., and W. R. Grace & Co., opposed an Administration-sponsored bill (S. 3274) before the Senate Finance Committee that would impose a sliding scale of excise taxes on imports of lead and zinc.

Foreign Aid: The Senate Appropriations Committee heard Deputy Defense Secretary Mansfield Sprague testify behind closed doors on military aspects of the Administration's foreign aid program.

Wheat Loan: Agriculture Department officials said allowing Burrus Mills Co., Dallas, to pay the Government for surplus wheat bought through spoilage on the basis of the world price won't result in any loss to the Government.

Freight Cars: The spokesman for a group of Western railroads testified before a House Commerce subcommittee in opposition to a measure (H.R. 3626) that would authorize the Interstate Commerce Commission to increase in any section of the country, charges for the use of freight cars if it feels the action is necessary to relieve an emergency shortage in a particular section.

Barter: Officials of exporting companies, appearing before a House Agriculture subcommittee, said recent Agriculture Department restrictions on barter under the agency's surplus disposal program threaten to kill barter of surplus farm goods for strategic commodities overseas.

Chemical Additives: Spokesmen for two bakery organizations—the American Institute of Baking and the American Bakers Association—urged a House Commerce subcommittee to pass legislation tightening Federal safeguards over chemical additives placed in foods, but disagreed with various provisions of bills before the panel.

Unemployment Compensation: The House Ways and Means Committee voted to extend Federal unemployment compensation coverage to workers on port and bridge authorities and other interstate instrumentalities.

Imports: The House Ways and Means Committee approved a bill to permit duty-free importation of commercial samples and advertising matter.

Minimum Wage: The Senate Labor Committee continued discussions behind closed

doors but took no action on a bill to extend the \$1 an hour minimum wage law to more workers.

Maritime: Secretary of Commerce Weeks told the House Merchant Marine Committee the Government's fight to hold down spending might have some effect on its Merchant Marine policies although no decision has yet been made.

Postal Pay: The House passed and sent to the Senate an Administration-opposed measure boosting salaries of postal workers by an estimated \$330 million annually.

Smoking: Top Public Health Service officials told a House Government Operations subcommittee there is increasing evidence that heavy smoking helps to cause lung cancer, and said the agency may issue a definite statement on the controversy after a comprehensive survey is completed next spring.

Withholding Taxes: The House Ways and Means Committee approved a bill to crack down on employers who withhold income and social security taxes from their employees' pay but fail to turn this money over to the Government.

### Bureaus

National Income: The Commerce Department reported national income rose to a seasonally-adjusted annual rate of \$353.1 billion in the first quarter. This compared with rates of \$353.3 billion in the previous quarter and \$335.8 billion in the first quarter of last year.

Belgium: The State Department announced the U. S. and Belgium ended five days of negotiations in which Belgium failed to win permission to serve San Francisco via an Arctic air route.

Air Safety: The Civil Aeronautics Board brought up to date its safety rules on aircraft design and performance to cover jet and turbo-prop transport planes.

Business Situation: The Commerce Department, in a mid-year summary, said business activity continues "high" but prices have been following an upward trend.



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## Spokesman Says Taxes On Zinc, Lead Imports Would Harm Security

### American Metal Aids Proposes Direct Subsidies, Stockpiling To Aid Domestic Producers

By a WALL STREET JOURNAL Staff Reporter

WASHINGTON—A top official of American Metal Co. Ltd., claimed a new Administration scheme to slap import taxes on lead and zinc would impair national security, hurt domestic producers in the long run and provide a "windfall" for big U. S. mines.

To help U. S. lead and zinc producers, Jean Vuillequez, sales vice president of the worldwide mining concern, instead proposed direct Government subsidies coupled with a permanent stockpiling program.

Mr. Vuillequez gave his views in a statement prepared for the Senate Finance Committee, which is considering an Administration-sponsored bill that would impose a sliding scale of excise taxes on imports of lead and zinc to help stabilize U. S. prices of these metals. Taxes ranging between one cent to three cents per pound would be imposed when lead prices slip below 17 cents a pound, while levies of one-half cent to two cents per pound would be slapped on zinc when prices fall below 14.5 cents a pound.

With lead and zinc prices now at 14 cents a pound and 10 cents a pound respectively, the maximum tax rates would go into effect under the bill. Representatives of the domestic mining industry want even heavier taxes imposed on imports.

Another opponent of the sliding scale plan, James H. Stebbins, executive vice president of W. R. Grace & Co., claimed the bill would be "harmful and short-sighted and the ill effects that would result from it would far outweigh any immediate advantages that might be gained from it."

Mr. Stebbins told the lawmakers the Administration scheme might help domestic producers temporarily, "but it would seriously harm Latin American producers" and likely

cut down on purchases by these nations of American products.

Mr. Vuillequez labeled the sliding scale plan "unfortunate and possibly vicious." He said this country's defense now depends to a great extent on lead and zinc production in friendly foreign countries. Expansion of production at economic costs, he argued, "is much more likely to occur in friendly foreign countries than in the U. S."

The proposed legislation, the American Metal official testified, "would tend to reduce the production of lead and zinc in the Western Hemisphere and . . . would impair the security of our country."

Mr. Vuillequez also argued the sliding scale principle "would injure rather than help" the bill's advocates. Exporters to the U. S., he said, would tend to withhold supplies when the tax is high and increase such supplies when the tax is low or completely removed.

## American Steel Foundries

AMERICAN STEEL FOUNDRIES reports for nine months ended June 30:

1957	1956
Earned per share	\$4.78
Net sales	\$2,181,279
Net before income taxes	\$2,181,279
Federal income taxes	\$2,181,279
Net income	\$2,181,279
Capital shares	\$2,181,279

a-Adjusted to give effect to payment of 5% stock dividend in October, 1956.

For six months ended March 31, last, net income was \$2,335,866, equal to \$2.74 a share on 1,369,543 shares of capital stock, compared with \$4,327,597 or \$5.39 a share on 1,275,308 shares, adjusted for 5% stock dividend, in like period of preceding year.

While earnings of American Steel Foundries for the first six months of fiscal 1957 were not as large as in the preceding year, net income of \$2,335,866, or \$2.74 a share, in the third quarter ended June 30 was the largest for any quarter in the company's history and 9% higher than in the like 1956 period, Charles C. Jarchow, president, said.

Unfilled orders continue high and amounted to \$59 million as of June 30, down from \$62 million at the beginning of the fiscal year and \$60 million a year ago.

## Greenfield Tap & Die

GREENFIELD TAP & DIE CORP. reports for quarter ended June 30:

1957	1956
Earned per share	\$7.71
Net sales	\$4,325,382
Net before income taxes	\$4,325,382
Federal income taxes	\$4,325,382
Net income	\$4,325,382
Capital shares	\$4,325,382

a-Based on the now outstanding 300,000 capital shares.

## Wm. Wrigley Jr. Co.

WM. WRIGLEY JR. CO. and wholly-owned associated companies report for quarter ended June 30:

1957	1956
Earned per share	\$1.43
Net sales	\$4,061,778
Net before income taxes	\$4,061,778
Federal income taxes	\$4,061,778
Net income	\$4,061,778
Capital shares	\$4,061,778

## M. A. Hanna

M. A. HANNA CO. reports for quarter ended June 30:

1957	1956
Earned per share	\$1.61
Net sales	\$7,722,167
Net before income taxes	\$7,722,167
Federal income taxes	\$7,722,167
Net income	\$7,722,167
Capital shares	\$7,722,167

## Soss Mfg.

SOSS MANUFACTURING CO. reports for six months ended June 30:

1957	1956
Earned per share	\$1.81
Net sales	\$90,222
Net before income taxes	\$90,222
Federal income taxes	\$90,222
Net income	\$90,222
Capital shares	\$90,222

For the quarter ended March 31, last, net income was \$71,446 or 31 cents a share as compared with \$68,678, or 30 cents a share in the like 1956 period.

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## Holiday Magazine Records

PHILADELPHIA—Holiday Magazine established new highs for advertising linage and revenues in the first nine months of 1957. E. Kent Mitchell, vice president and director of advertising for this Curtis Publishing Co. magazine, announced.

With the September issue now closed and results of the first three quarters computed,

Mr. Mitchell said, the magazine for September chalked up a 49% gain in linage and a 63.4% advance in advertising revenue over the like 1956 month.

September figures brought the 1957 nine months' linage total up to \$26,276, for an 18% gain over comparable 1956 levels, and put nine months' advertising revenues at \$5,635,428, or 28% ahead of the corresponding year-to-date period, he said. Eight of the first nine monthly issues of Holiday in 1957 set record highs in revenue, he added.

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July 24, 1957

\$60,000,000

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A. C. Allen &amp; Company

American Securities Corporation

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NEW ISSUE

July 24, 1957

105,000 Shares

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(\$100 Par Value)

Price \$100 per share

Plus accrued dividends from date of delivery

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Hornblower &amp; Weeks

W. E. Hutton &amp; Co.

Alex. Brown &amp; Sons

July 24, 1957.

## Dividend News

## McDonnell Aircraft Plans Share Hike, Stock Dividend

ST. LOUIS — Shareholders of McDonnell Aircraft Corp. will be asked to increase authorized common stock by 300,000 shares. The company said the move is to make way for the declaration of future stock dividends.

Directors proposed an increase in authorized common from 1,700,000 to 2,000,000 shares of the aircraft company's \$5 par common stock. Shareholders will vote on the proposal at the annual meeting August 22.

There are currently outstanding 1,325,086 common shares.

"The only present purpose of increasing the authorized shares is to provide for possible future stock dividends, and it is presently contemplated that the board will declare a 4% stock dividend payable January 1, 1958, if shareholders approve the proposed increase in shares," explained J. S. McDonnell, president.

In the last two years the St. Louis-based manufacturer of fighter aircraft has declared 3% stock dividends annually.

## Revere Copper Cuts Dividend To 50 Cents; Cites Lower Net

NEW YORK—Revere Copper & Brass, Inc., declared a dividend of 50 cents a common share, down from 55 cents declared in previous quarters. Current dividend is payable August 31 on stock of record August 9.

The company explained the move stemmed from reduced earnings for the first six months of 1957 and expenses and financing of a 180,000 tons a year primary aluminum plant being built jointly in Ohio by Revere and Olin Mathieson Chemical Corp.

Revere's six-month earnings report is expected to be issued shortly. The company said profits this year "were approximately 10% lower" than in the corresponding 1956 half, when net equaled \$1.93 a share. For the first quarter of this year, profits declined to 90 cents a share from \$1.17 a share in the initial 1956 period.

United Engineering & Foundry Co. directors declared an increased dividend of 25 cents on the common shares, payable August 13 to stock of record August 2. The company had been paying 20 cents on a quarterly basis.

American Steel Foundries directors voted an extra dividend of 50 cents in addition to the usual quarterly dividend of 60 cents on the common stock. Both dividends are payable September 13 to stock of record August 23. The company declared an extra dividend of 5% in stock in July, 1956.

True Temper Corp. officials declared a dividend of 30 cents on the common stock, payable September 13 to stock of record August 30. The company paid 50 cents at quarterly intervals prior to the 2 for 1 stock split approved today by the stockholders.

Scherer Corp. directors voted a quarterly dividend of 50 cents on the common shares, payable August 19 to stock of record August 9. It was stated that this declaration puts the stock on a two dollar annual basis. The company paid a regular dividend of 25 cents plus an extra dividend of 25 cents in previous quarters.

Outboard Marine Corp. declared a dividend on its new stock of 20 cents a share, payable August 23 to stock of record August 7. Prior to the company's three-for-one stock split on May 24, last, payments of 50 cents quarterly were made.

## Dividends Reported July 23

Company	Period	Amount	Payable Record Date
ACF-Wingler Stores	Q	.05	8-15-57
Acme Industries	Q	.05	8-15-57
Allied Stores	Q	.75	10-31-57
Allied Stores 4% pf	Q	1.00	9-1-57
Amer Smelting & Refng	Q	.75	8-30-57
American Steel Foundries	E	.50	9-13-57
American Steel Foundries	Q	.60	8-13-57
Beck (A & S) Shoe	Q	.25	8-15-57
Beck (A & S) Shoe	Q	.25	8-15-57
Boba Aluminum & Brass	Q	.25	8-15-57
Borg (Geo W) Corp	Q	.45	9-1-57
Brainerd Cordage Ltd of N Y	Q	.125	9-1-57
Burlington Ind 2 1/2% pf	Q	1.20	9-1-57
Burlington Ind 4% pf	Q	1.00	9-1-57
Burlington Ind 4 1/2% pf	Q	1.00	9-1-57
Carlisle Corp (Del)	Q	.125	9-1-57
Central Foundry 35 cv pf	Q	1.25	9-1-57
City Products	Q	.05	9-1-57
Columbia Carbon	Q	.05	9-1-57
Consolidated Edison NY	Q	.60	9-1-57
Continental Steel	Q	.50	9-1-57
Cooper-Bussmeier	Q	.40	9-1-57
Disasters Ltd	Q	.15	10-29-57
(K)-12% less British income tax and deduction for expenses of Dep'ty.	Q	.30	9-14-57
Distillers Corp-Dearys Ltd	Q	.20	9-1-57
Donnelly (R R) & Sons	Q	.20	9-1-57
Emporium Capwell	Q	1.30	9-1-57
Firestone Tire & Rubber	Q	1.125	9-1-57
First National Bank	Q	.10	10-1-57
First National Bank	Q	.10	10-1-57
General Outdoor Advertising	Q	.60	9-1-57
Globe-Wernicke Industries	Q	.30	9-1-57
Globe-Wernicke Industries	Q	.30	9-1-57
Great Lakes Paper Ltd	Q	.40	9-1-57
Guardian Consumer Fin Ltd	Q	.125	9-1-57
Guardians Fin 5.50 cv pf	Q	.15	9-1-57
Gulf Oil	Q	.825	9-1-57
Hackensack Water	Q	.25	9-1-57
Haughton Elevator	Q	.25	9-1-57
Hawkins Pineapple	Q	.25	9-1-57
Hawkins Pineapple	Q	.25	9-1-57
Hires (Chas E) Co	Q	.15	9-1-57
Holladay Stores	Q	.05	9-1-57
Howard Stores	Q	.10	9-1-57
Huonlin Gas Tr-Us Ben Int	Q	.11	9-1-57
Libby McNeill & Libby	Q	.30	9-1-57
Libby McNeill & Libby	Q	.30	9-1-57
Libby (P R) & Co	Q	.30	9-1-57
Marck & Co	Q	.25	9-1-57
Marck & Co	Q	.25	9-1-57
Marck & Co	Q	.25	9-1-57
Mutual Investment Fd	Q	.10	9-1-57
(V)-8 cv from net investment income and 1 cent from realized securities profits.	Q	.40	9-1-57
Morrison-Knudsen	Q	.40	9-1-57
Nash Chain & St. Leo Rev	Q	.15	9-1-57
National Lead	Q	.75	9-1-57
National Lead 7% pf	Q	1.75	9-1-57
National Lead 8% pf	Q	1.50	9-1-57
Nelson Bros	Q	.20	9-1-57
Northern Indiana Pub Serv	Q	.44	9-1-57
N. Ind Pub Serv 4.40% pf	Q	.44	9-1-57
Northwest Bancorp	Q	.70	9-1-57
Outboard Marine (new)	Q	.30	9-1-57
Pacific Mills	Q	.30	9-1-57
Perfect Circle Corp	Q	.25	9-1-57
Ranco Inc	Q	.30	9-1-57
Reading Co 4% 1st pf	Q	.30	9-1-57
Revere Copper & Brass	Q	.50	9-1-57
Recall Drug	Q	.125	9-1-57
Rohm & Haas	Q	.50	9-1-57
Rohm & Haas 4% pf	Q	1.00	9-1-57
Royal Oak Dairy Ltd of A	Q	.15	9-1-57
Scherer Corp	Q	.50	9-1-57
Socoma Mobil Oil	Q	.30	9-1-57
Scott Paper	Q	.40	9-1-57
Scott Paper 3 1/2% pf	Q	1.00	9-1-57
Scott Paper 4% pf	Q	1.00	9-1-57
Southern Railway	Q	.75	9-1-57
Spencer Chem	Q	.60	9-1-57
Spencer Chem 4.50% pf	Q	1.65	9-1-57
Standard Forge	Q	.35	9-1-57
Sterling Aluminum Prod	Q	.25	9-1-57
Suburban Propane Gas	Q	.30	9-1-57
Sub Propane Gas 5.25% cv pf	Q	.45	9-1-57
Tobacco Securities Tr Ltd G	(p)	.10	9-1-57
(p)-1% less British income tax and deduction for expenses of Dep'ty.	Q	.30	9-1-57
True Temper (new)	Q	.30	9-1-57
United Engineering & Foundry	Q	.25	9-1-57
United Eng & Foundry 7% pf	Q	1.75	9-1-57
Washington Steel	Q	.25	9-1-57
Washington St 4.50% cv pf	Q	.50	9-1-57
West Indies Sugar	Q	.35	9-1-57
West V P & Paper 4 1/2% pf	Q	1.125	9-1-57

## Stocks Ex-Dividend July 25

Company	Ex-Dividend Date
Bearings Inc	8-15-57
Crescent Linoleum Co Ltd	9-1-57
Louisville & N. Ry	9-1-57
Pleasant Valley Wine	8-1-57
Sherwin-Williams Co	8-15-57
Sherwin-Williams Co	8-15-57
Shelly Oil	9-1-57
Wilcoy Oil	9-1-57

a-Changed from previous quarter. b-Increased dividend. c-Reduced dividend. d-Annual. e-Accumulation. f-Extra. g-Final. h-Interim. i-Initial. j-Liquidation. k-Monthly. l-Quarterly. m-Reduced. n-Semi-annual. o-Special.

## Bond Markets

## Investment Corporates Gain in Slow Trading; Treasuries Unchanged

By a WALL STREET JOURNAL Staff Reporter

NEW YORK—Investment grade corporate bonds firmed slightly in slow trading.

Dealers said most top grade corporates were up small fractions, but estimates of volume ran from fairly good to dull. "There was some pickup in recently marketed issues," said one trader, "and there was probably a little short covering after the decline. There was no basic change in market conditions," this

observer added, "so I would hesitate about predicting continued improvement in prices."

Some dealers quoted the long-term U. S. Government bonds unchanged. The Victory Loan 2 1/2% of December, 1967-72 were 86 8-32 bid. The 3 1/2% of June, 1978-83 were bid at 93 20-32, and the 4% three year 3s at 88 16-32.

The three year Treasury-refunding issues were quoted on a when issued basis at par to 100 2-32.

The municipal market, rather shaky in past days, ran into an increased quota of new issues. The result was a slightly lower level in bidding and some weakness in retail response to new liens. There was no sharp break in prices, however. Revenue bonds again were easier.

Rails continued steady and inactive. Big Board convertibles moved within a narrow range on moderate activity. United Artists lost 2 points from the large gains posted recently.

Foreign bonds were mixed and quiet, with Uruguay 4 1/2% up.

## McLouth Steel Issue

## By First Boston Group Of Preferred Offered

By a WALL STREET JOURNAL Staff Reporter

NEW YORK — First Boston Corp. and associates have set a \$100 price on 108,000 shares (\$10,800,000) of McLouth Steel Corp. 5% convertible preferred stock, on the market today.

The new stock is convertible until redemption at \$44 principal amount of preferred per common share. The preferred issue is subject to redemption at prices ranging from \$105 before July 1, 1962, down to \$100 after July 1, 1972.

Proceeds of the sale are earmarked for the firm's 1957-58 expansion program, which is expected to cost about \$34 million.

This advertisement is neither an offer to sell nor a solicitation of an offer to buy any of these securities. The offering is made only by the Prospectus. This is published on behalf of only such of the undersigned as are registered dealers in securities in this State.

New Issue

July 24, 1957

\$25,000,000

## Tennessee Gas Transmission Company

6% Debentures due 1977

Dated July 1, 1957

Due November 1, 1977

Price 99%

and interest accrued from July 1, 1957 to date of delivery

Copies of the Prospectus may be obtained from any of the undersigned who are qualified to act as dealers in this State.

Stone &amp; Webster Securities Corporation

White, Weld &amp; Co.

Halsey, Stuart &amp; Co. Inc.

Blyth &amp; Co., Inc.

Eastman Dillon, Union Securities &amp; Co.

The First Boston Corporation

Glore, Forgan &amp; Co.

Goldman, Sachs &amp; Co.

Harriman Ripley &amp; Co.

Kiddier, Peabody &amp; Co.

Lehman Brothers

Merrill Lynch, Pierce, Fenner &amp; Beane

Paine, Webber, Jackson &amp; Curtis

Salomon Bros. &amp; Hutzler

American Securities Corporation

Bear, Stearns &amp; Co.

A. G. Becker &amp; Co.

Blair &amp; Co.

Central Republic Company

Clark, Dodge &amp; Co.

Coffin &amp; Burr

Dick &amp; Merle-Smith

Dominick &amp; Dominick

Drexel &amp; Co.

Equitable Securities Corporation

Hallgarten &amp; Co.

Hemphill, Noyes &amp; Co.

Hornblower &amp; Weeks

W. E. Hutton &amp; Co.

Ladenburg, Thalmann &amp; Co.

W. C. Langley &amp; Co.

Lee Higginson Corporation

Carl M. Loeb, Rhoades &amp; Co.

F. S. Moseley &amp; Co.

R. W. Pressprich &amp; Co.

L. F. Rothschild &amp; Co.

Wertheim &amp; Co.

Dean Witter &amp; Co.

Alex. Brown &amp; Sons

Estabrook &amp; Co.

Hayden, Stone &amp; Co



Interest exempt from all present  
Federal Income Taxes  
We offer, subject to prior sale:

**\$500,000**  
County of  
New London  
3 1/8% Bonds  
Due Aug. 1, 1963-1977  
To yield 2.85%-3.15%

*Rated "Aaa" by Moody's Investor's Service  
Delivered, when issued.*

**The FIRST BOSTON CORPORATION**  
15 BROAD STREET • NEW YORK 5, N. Y.  
Telephone DIgby 4-1515

**R.W. PRESSPRICH & CO.**  
Members New York Stock Exchange  
NEW YORK BOSTON PHILADELPHIA

GOVERNMENT  
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HOUSING AUTHORITY  
PUBLIC REVENUE BONDS  
RAILROAD • PUBLIC UTILITY  
INDUSTRIAL BONDS  
EQUIPMENT TRUST CERTIFICATES  
INVESTMENT STOCKS

Knowledge • Experience • Facilities  
for investors

**Municipal & Revenue Bonds**  
**RAND & CO.**  
One Wall Street, New York 5  
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**The Ohio Company**  
INVESTMENTS

51 NORTH HIGH STREET

Protect Your Travel Funds With  
**NCB TRAVELERS CHECKS**  
Spendable everywhere Backed by  
THE FIRST NATIONAL CITY BANK  
of NEW YORK  
Member Federal Deposit Insurance Corporation

## Tax Exempts

**New York State Plans  
To Market \$27,860,000  
Of Bonds on July 30**

A WALL STREET JOURNAL News Roundup  
New York State has officially announced the offering July 30 of \$27,860,000 grade-crossing elimination bonds maturing 1958 to 1977.

The issue consists of \$14,260,000 highway and thruway improvement bonds due 1958 to 1967 and \$13,500,000 railroad grade-crossing elimination bonds due 1958 through 1977.

On August 6 Aberdeen, S.D., will place on sale \$2,570,000 various purpose bonds.

Muskegon, Mich., plans to market \$1,250,000 motor vehicle highway bonds on August 8. The bonds are due 1958 through 1972.

School bonds totaling \$1,225,000 will be sold by the Sequoia Union High School District, Calif., on August 6. Maturities are from 1958 to 1982.

Florence, Ala., will offer \$1,070,000 general obligation school bonds July 30.

**Blyth, First Boston  
Submit Highest Bid  
On Milwaukee Bonds**

A WALL STREET JOURNAL Staff Reporter  
NEW YORK—A group led by Blyth & Co., Inc., and First Boston Corp. submitted the top bid on \$10,000,000 Milwaukee, Wis., water works revenue bonds.

Their offer was par for a variety of coupons pegging the net interest cost at 3.61%. Subject to award the bonds, which mature 1959 to 1988, were reoffered scaled to yield 2.65% out to 3.70%. Over half the issue was spoken for by closing time last night.

The block of bonds represents the first offering by Milwaukee of a \$100,000,000 issue authorized by the common council on June 11. Proceeds from the sale will go for construction and improvements of the municipal water system.

**Georgia \$17,500,000  
Rural Road Bonds Sold  
At 4.084% Interest Cost**

A WALL STREET JOURNAL Staff Reporter  
NEW YORK—Georgia Rural Roads Authority revenue bonds totaling \$17,500,000 were purchased by a syndicate led by Blyth & Co., Inc., and Robinson-Humphrey Co., Inc.

Their bid for the bonds which fall due from 1958 through 1973 was 100.004 for coupons of 3%, 3.60%, and 4%, with the net interest cost set at 4.084%. At the reoffering the bonds were scaled to yield 3% to 4.05%. By yesterday afternoon half the issue was reported sold.

The Authority, a state agency for the construction of rural roads, was created in February, 1955, and given power to market \$100,000,000 revenue bonds for its projects. It last sold bonds in June, 1956, paying a net interest

## Financing Business

**Pacific Gas  
Pays Over 5% on  
\$60 Million Liens**

**Some Observers Say Issue  
Might Have Yielded Only  
4.80% About Week Ago**

**Effect of Big Offers Cited**

A WALL STREET JOURNAL Staff Reporter  
SAN FRANCISCO—The renewed deterioration of bond market prices showed up in the bidding for Pacific Gas & Electric Co.'s \$60 million of first and refunding mortgage bonds.

The big issue went to underwriters led by First Boston Corp. and Halsey, Stuart & Co., Inc., on their bid of 99.92 for a 5% coupon—or at a borrowing cost of more than 5%.

That cost, investment bankers said, rivals the rates charged borrowing utilities in June, when bond market prices were at a 25-year low. Bond quotations firmed up considerably from the June lows, only to deteriorate anew within the past week or so under the influence of large prospective new offerings.

**Public Offer Today**

The First Boston and Halsey-Stuart combination is putting the new P.G.&E. bonds out for general distribution today—following compliance with Securities and Exchange Commission requirements—at 100.798, to yield 4.95% to maturity on June 1, 1989.

Indications of retail interest in the issue at that price were described as "favorable."

Yesterday's relatively high cost for Pacific Gas came notwithstanding the fact that the utility made the AA-rated securities non-refundable for a period of five years.

Had the issue been offered early last week, according to some authorities, it probably would have gone to the public at a 4.80% yield, rather than the 4.95% that actually turned out.

**Another Comparison**

They also compared P. G. & E.'s borrowing cost of more than 5% with the 4.76% Southern California Edison Co. is paying for the \$40 million of bond money it raised July 1 through sale of similarly-rated 4 1/2%.

The lone competing bid for the new P. G. & E. 5s—99.998 on a 5% coupon—was submitted by a Blyth & Co., Inc., group.

On Pacific Gas & Electric's last bond market trip, January 22, 1957, it sold a \$35 million block of 4 1/2s, due December 1, 1986, at 4.85%. It will put the proceeds from yesterday's 5s into its construction program.

**Atlantic Refining Co.  
To Sell \$100 Million  
Issue of Debentures**

A WALL STREET JOURNAL Staff Reporter  
PHILADELPHIA—Atlantic Refining Co. is readying a \$100 million issue of convertible subordinated debentures for market.

The company said it plans to file a registration statement with the Securities and Exchange Commission for the offering, to be marketed via underwriters headed by Smith, Barney & Co.

"It is expected that, subject to market conditions, a public offering will be made sometime after the middle of August and that most of the proceeds will be used to retire bank loans," the company said.

The interest rate and the maturity date of the big issue, as well as exact terms at which the debentures would be convertible into common stock, are matters on which final decisions will be made closer to the time of the offering, a company official said.

Earlier this month, Henderson Supply, Jr., Atlantic's president, said the company was studying a major financing program for funding its term loans and short-term bank loans.

**Tennessee Gas Liens  
Have Non-Refundable  
Feature, to Yield 6.09%**

A WALL STREET JOURNAL Staff Reporter  
NEW YORK—Realistic pricing and a 10-year non-refundable feature are expected to attract buyers to the \$25 million issue of Tennessee Gas Transmission Co. 6% debentures, on the market today.

Underwriters headed jointly by Stone & Webster Securities Corp., White, Weld & Co. and Halsey, Stuart & Co., Inc., are offering the debentures, due 1977, at 99 to yield 6.09%. The non-refundable feature was added "to tailor the offering to the market."

A sinking fund, beginning November 1, 1958, is calculated to retire the issue before its maturity. Sinking fund redemption price is par.

**Sears Roebuck Unit  
Will Market \$50 Million  
Debenture Issue Today**

A WALL STREET JOURNAL Staff Reporter  
NEW YORK—A \$50 million issue of Sears Roebuck Acceptance Corp. 5% debentures will reach the market today, priced at par.

The debentures, due July 15, 1982, cannot be redeemed until January 15, 1970, giving the investor more than 12 years of "insurance." After the 1970 date, the securities may be redeemed at par.

A syndicate managed jointly by Goldman, Sachs & Co., Halsey, Stuart & Co., Inc., and Lehman Brothers is handling the sale.

**Ohio Utility Plans \$8,000,000  
Issue of Preferred Stock**

COLUMBUS, Ohio—Columbus & Southern Ohio Electric Co. plans to sell \$8 million par a group headed by Dillon Read & Co., Inc.

Dividend rate and offering price of the stock will be determined later. Proceeds will be applied to bank loans taken out for construction financing.

**Southern California Edison  
Plans \$40 Million Bond Issue**

LOS ANGELES—Southern California Edison Co. plans to offer another \$40 million in first and refunding mortgage bonds due 1982 at competitive bidding about August 27, the company announced.

Money from the sale will be used for the utility's construction program.

Southern California Edison sold a similar \$40 million issue July 1, when Halsey, Stuart & Co., Inc., and associates paid 99.83 for the 25-year securities at 4 1/2s, which gave Edison a borrowing cost of about 4.76%.

**Money Rates**  
NEW YORK—Bankers' acceptance rates on 30-90 day bills were quoted 3 1/2% to 3 3/4%, 120 day bills are 3 3/4% to 3 1/2% and the 180 day bills 3 1/2% to 3 3/4%.

Federal funds bid at 2 1/4%, offered at 2 1/2-16%.

Call money lent dealers on bills and Treasuries was quoted at 3 1/4% to 4%.

Call money on stock exchange collateral was 4 1/4% to 4 1/2%.

Commercial paper sold through dealers four to six months maturity was 3 1/4% to 4 1/4%.

Commercial papers placed directly by the major finance companies one to nine months maturity was 3 1/4% to 4%.

### Prices of Recent Securities Issues

The original offering price and Street market are indicated below for recent issues of selected securities that are not listed on a principal exchange.

UTILITY BONDS			
Issues:	Offering Price	Bid	Asked
Boston Edison 4 1/2s '87	101.35	102	102 1/2
Gen'l Light 4 1/2s '87	100.80	98	98 1/2
Con Nat'l Gas 4 1/2s '82	101.085	104 1/4	105
Del P & L 5s '78	101	103 1/2	104
Georgia Pwr 3 1/2s '87	102.29	104	104 1/2
Gen'l Teleph 5s '87	100	102	102 1/2
Jer Cen P&L 3s '87	101.563	98 1/2	99 1/2
Met Ed 4 1/2s '87	101 1/2	99 1/2	100
Mich Wisc P 6 1/2s '77	102.889	103 1/2	103 1/2
Nat'l Fuel G 5 1/2s '82	101.363	104 1/4	105 1/4
N Y Teleph 4 1/2s '91	101.755	98 1/2	99
Nor Sta Pwr 4 1/2s '87	100	98 1/2	99
Puget S P&L 6 1/2s '87	103.459	104 1/2	105
Sou Bell Tele 5s '86	102.32	103 1/2	104 1/2
Sou Cal Edis 4 1/2s '81	100.73	99 1/2	100
Wis Tele 4 1/2s '92	104 1/4	98 1/2	99
Sou Cal Gas 5 1/2s '83	101.807	103 1/2	103 1/2
OTHER BONDS			
Chance Vght 5 1/2s '77	100	95 1/2	96
Trans Contin 5s '77	101.63	96 1/2	97 1/2
PREFERRED STOCKS			
Kaiser Alum 4.75% '100 1/2	106 1/2	106 1/2	106 1/2

This announcement appears as a matter of record only.

Not a New Issue

**110,000 Shares  
Armstrong Cork Company  
Common Stock**

**Kidder, Peabody & Co.**

July 24, 1957.

This announcement is not an offer of securities for sale or a solicitation of an offer to buy securities. The offering is made only by the Prospectus.

**\$100,000,000**

**C.I.T. Financial Corporation  
Series Debentures**

It is the Corporation's intention (i) to offer the Series Debentures by way of a continuing offering over a period of time, (ii) to make available maturities suited to the requirements of various types of prospective purchasers and (iii) from time to time to vary the Series being offered and the offering prices of the several Series being offered in the light of market conditions and the Corporation's requirements for funds.

Interest will be payable on all Series Debentures on January 1 and July 1 in each year. The Debentures of the following eleven Series will not be redeemable prior to maturity.

The Corporation has created and offers the following four additional Series of Debentures:

Series	Offering Price*	Maturity Date
1967 ..... 4 1/2%	98 1/4	July 1, 1967
1968 ..... 4 1/2%	98	July 1, 1968
1969 ..... 4 1/2%	97 1/4	July 1, 1969
1970 ..... 4 1/2%	97 1/4	July 1, 1970

\*Plus in each case accrued interest to date of delivery.

The Corporation initially created and continues to offer the following seven Series of Debentures:

Series	Offering Price*	Maturity Date
1960 ..... 4 1/2%	100%	July 1, 1960
1961 ..... 4 1/2%	99 1/4	July 1, 1961
1962 ..... 4 1/2%	99 1/4	July 1, 1962
1963 ..... 4 1/2%	99 1/4	July 1, 1963
1964 ..... 4 1/2%	99 1/4	July 1, 1964
1965 ..... 4 1/2%	99 1/4	July 1, 1965
1966 ..... 4 1/2%	99	July 1, 1966

\*Plus in each case accrued interest to date of delivery.

The Corporation reserves the right at any time or from time to time to reject any offers for any of the Series Debentures and, by appropriate amendment of the Prospectus, to vary the price at which any of such Series Debentures are being offered. The Corporation also reserves the right to terminate the offering as to any or all Series and to add or substitute Series Debentures of other Series which may hereafter be created.

The Series Debentures, less amounts previously sold are being offered directly by the Corporation and also through one or more Agents and in certain States exclusively by the Agents as principals. The Corporation has initially entered into an agreement with Salomon Bros. & Hutzler appointing the latter as Agent, but has reserved the right to designate additional Agents. Each such Agent will be an "underwriter" as that term is defined in the Securities Act of 1933, as amended.

The net proceeds to the Corporation from the sale of the Series Debentures will be used primarily to refund other debt and to furnish additional working funds to its subsidiaries.

Copies of the Prospectus may be obtained from the Undersigned in any State in which these securities may lawfully be offered.

**Agent: SALOMON BROS. & HUTZLER**

Sixty Wall Street, New York 5, N. Y.

Telephone: HANover 2-8700

July 24, 1957

**\$50,000,000**

**Sears Roebuck Acceptance Corp.  
5% Debentures due July 15, 1982**

**Price 100%**

(and accrued interest from July 15, 1957)

Upon request, a copy of a Prospectus describing these securities and the business of the Company may be obtained within any State from any Underwriter who may regularly distribute it within such State. The securities are offered only by means of the Prospectus, and this announcement is neither an offer to sell nor a solicitation of any offer to buy.

Goldman, Sachs & Co.

Halsey, Stuart & Co. Inc.

Lehman Brothers

The First Boston Corporation

Kuhn, Loeb & Co.

A. G. Becker & Co.

Blyth & Co., Inc.

Eastman Dillon, Union Securities & Co.

Glore, Forgan & Co.

Harriman Ripley & Co.

Kidder, Peabody & Co.

Lazard Freres & Co.

Merrill Lynch, Pierce, Fenner & Beane

Smith, Barney & Co.

Stone & Webster Securities Corporation

White, Weld & Co.

American Securities Corporation

July 24, 1957.

This advertisement is not and is under no circumstances to be construed as an offering of these securities for sale or a solicitation of an offer to buy any of such securities. The offering is made only by the Prospectus.

250,000 Shares

**Altamil Corporation  
Common Stock  
Price \$5.50 per share**

Copies of the Prospectus may be obtained from the undersigned only in those States in which the undersigned may legally offer these securities in compliance with the securities laws of the respective States.

Van Alstyne, Noel & Co.

Blair & Co.

Johnston, Lemon & Co.

Shearson, Hammill & Co.

H. Hents & Co.

The Johnson, Lane, Space Corporation

Bingham, Walter & Hurry, Inc.

Scott, Horner & Co.

Wilson, Johnson & Higgins

Morgan & Co.

Willis, Kenny & Ayres, Inc.

July 24, 1957



# Commodities

## Most Futures Fall on Favorable Crop News, Slow Demand for Cash Staples; Rubber Rises

Prices for most major commodity futures declined yesterday.

Favorable crop and weather news weighed on prices for grains and cotton. Slow consumer demand for cash commodities also caused selling. Wheat futures at Chicago dipped 1/4 to 1 1/2 cents a bushel and corn 1/4 cent, and soybeans for as much as 1 1/2 cents a bushel. Lower prices for soybeans brought selling into markets for vegetable oils. Cottonseed oil at New York declined 7 to 11 points and losses for soybean oil at Chicago extended to 14 points.

Receipts of new crop wheat at Southwestern terminal markets were large yesterday. Domestic flour business remained quiet with dull conditions also reported in the export market. Cotton futures at New York were down 50 cents to 90 cents a bale. Trading was again quiet.

Further selling came into the market for world sugar futures where prices fell as much as 19 points. The spot price in Cuba declined 20 points to 4.70 cents a pound. European and other demand for Cuban raw sugar remained quiet.

Reports from Brazil minimized possible damage to the coffee crop in that country from winds and cold weather during the past week-end. This news brought active selling into coffee futures markets where prices fell 35 to 110 points.

Egg futures at Chicago rebounded from early losses of as much as 85 points and closed 10 to 20 points lower. Improved demand for storage eggs and firm cash markets caused the late rally.

**Wheat**—Off 1/4 to 1 1/2 cents a bushel at Chicago. Minneapolis was up 1/4 to 1 cent, with Kansas City unchanged to off 1/2 cent.

**Corn**—Off 1/4 to 1 1/2 cents a bushel at Chicago. Minneapolis was off 1/2 cent, with Winnipeg off 1/4 to 1/2 cent.

**Rye**—Unchanged to off 1/2 cent a bushel at Chicago. Minneapolis was off 1 cent, with Winnipeg off 1/4 to 1/2 cent.

**Soybeans**—Off 1 to 1 1/2 cents a bushel at Chicago.

**Soybean Oil**—Off 1 to 14 points at Chicago. New York was unchanged.

**Lard**—Off 12 to 20 points at Chicago.

**Cottonseed Oil**—Off 7 to 11 points at New York.

**Coffee**—Off 35 to 110 points at New York.

**Sugar**—World contract unchanged to off 19 points. Domestic contract was off 6 to 9 points.

**Cocoa**—Off 10 to 17 points at New York.

**Cotton**—Off 10 to 18 points at New York.

**New Orleans** was off 8 to 17 points.

**Eggs**—Off 10 to 20 points at Chicago.

**Copper**—Off 15 points at New York.

**Wool**—Off 19 to up 4 points at New York.

**Hides**—Off 19 to up 10 points at New York.

## Commodity Indexes

Dow-Jones Futures, Tuesday—159.51, off 0.99; last year 158.54.

Dow-Jones Spot—162.66, off 0.32; last year 162.36.

Higher

Rubber—Up 1 to 10 points at New York.

Flaxseed—Up 2 cents a bushel at Minneapolis. Winnipeg was up 1/4 to 1 cent.

Potatoes—Unchanged to up 3 cents per 100 pounds at New York.

Onions—Unchanged to up 4 cents per 50 pounds at Chicago.

GRAIN PRICES FINISHED LOWER

although extreme losses were shaded during late dealings as short covering was attracted on the earlier break. Liquidation and hedge selling accounted for losses, at the low of the day, 2 1/2 cents a bushel for wheat, 2 1/2 cents a bushel for corn, 2 1/2 cents a bushel for rye and 4 cents a bushel for new crop soybeans. Favorable weather and crop news, slow foreign demand and a desire on the part of producers to market old crop corn in order to make room for new crop wheat brought selling into corn futures. In the export market Israel purchased 485,000 bushels of United States hard wheat for first-half August shipment from Gulf ports. Western Germany is due to buy 1,865,000 bushels of hard wheat in the world market, including United States, Canadian and Argentine varieties. French wheat crop estimates placed probable 1957 production at 395,000,000 bushels compared with last year's poor harvest of 240,000,000 bushels. The soybean crushing report for June was about in line with trade expectations and totaled 24,693,000 bushels compared with 24,476,000 bushels in May and 22,230,000 bushels in June last year.

**COTTON FUTURES DECLINED 50 TO 90**

cents a bale. The market held in lower brackets throughout the session. Trading remained quiet as dealers awaited possible legislation moves from Washington on cotton. However, dealers were becoming convinced that no legislative moves would be taken at this session of Congress that would affect the 1958 crop. Favorable crop and weather news was responsible for selling, although some hedge sales were reported in nearby deliveries. Throughout most of the Cotton Belt skies were clear to cloudy, with light scattered rains falling over parts of Texas, where they were needed. Dealers said recent reports noted a vast improvement in cotton crop progress during the past four weeks. Some of the reports pointed to the possibility that per acre yields this year in most sections of the belt would surpass previous records. Quiet conditions prevailed in the cotton textile market and also helped to stimulate sales in the cotton futures, dealers said.

**Rubber Markets Steady**

LONDON—Rubber markets closed steady and September was 27 1/2 pence, unchanged from Monday's close. (American equivalent, basis \$2.80 for sterling 31.92 cents). October-December was 27 1/2 pence, unchanged (32.21). January, March 27 1/2 pence, up 1/4 (32.21), and April-June 27 1/2 pence, unchanged (32.06).

Singapore futures closed quiet and August, in Straits terms per pound, was 93 1/2 (31.17), and September 94 1/2 (31.46).

**Grain Statistics**

The Commodity Exchange Authority reports total volume of trading in grain futures on the Chicago Board of Trade, as of the close of business Monday, July 22, 1957, as follows (in thousands of bushels):

Old Wheat 694 15 44 2,515 2,561

New Wheat 1,239 3,226 1,339 498 118

Corn 110 906 1,207 412 87

Rye 21 215 2,444 336 545

Soybeans 7,354 11,188 8,499 2,428 2,526

Volume of trading in oil futures on the Chicago Board of Trade, as of the close of business Monday, July 22, 1957, as follows (in thousands of barrels):

Wheat 977 663 3,544

September 22,227 29,009 21,894

October 6,808 6,832 6,644

November 1,845 1,886 1,811

December 32,308 32,044 37,560

OATS 927 1,590 2,440

September 4,281 5,992 3,801

October 6,772 3,232 6,644

November 1,845 1,886 1,811

December 32,308 32,044 37,560

SOYBEANS 1,731 4,649 6,839

September 29,528 29,619 28,508

October 4,270 4,238 4,163

November 4,301 4,311 4,233

December 12,848 11,783 9,309

January 45,294 45,873 42,796

February 29,156 29,178 29,251

LARD (in units of 40,000 pounds):

September 1,132 1,143 1,161

October 273 259 224

November 138 159 127

December 1,689 1,697 1,778

**Cash Prices**

Tuesday, July 23, 1957

**FOODS**

Flour, hard winter NY cut 86.50 86.55 86.15

Cutler, Santo NY 10 231.4 231.4

Old, Santo NY 10 231.4 231.4

Sugar, refined NY 10 20.25 20.25

Sugar, raw NY 10 20.25 20.25

Eggs, No. 1 extra Chicago 40 41.41 41.41

Butter, 1 lb. tub NY 10 22.00 22.00

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## Family Flickers: New Cameras Are Simpler, Self-Adjusting

Continued From First Page

turning out the automatic light-adjusting cameras. "The average John Doe is looking for simplicity in a camera the same as when he is buying an automobile (automatic transmissions), a refrigerator (automatic defrosters), or anything else," says Mr. Briskin of Revue Camera.

**Difference in Shutterbugs**

Camera makers contend that people who use movie cameras are a different breed from the shutterbugs found in the still photography hobby ranks. "Usually, the movie camera user knows little about 'f-stops' (the measurement of lens opening), shutter speeds (how fast the shutter snaps—quicker for action shots and bright days, slower for a still life and dark shots), or light meters. The movie camera addict mainly just wants to record his wife and children doing something. He wants action, no fuss."

The average amateur movie camera today, for these reasons, has "cloudy" on its dial instead of f-2.5 or "bright sun" as a substitute for f-8. The manufacturers have brought in other changes besides more simple light adjustments to make action films easier to take. Most cameras now have a fixed focus lens to eliminate the type of fuzzy picture that would result if the subject were 20 feet away and the lens was set for objects only five feet away. Also, film magazine loads were brought out to eliminate the need for intricate threading of film.

Movie camera producers have concentrated on taking most of the complication out of the eight millimeter models, in preference to the 16 millimeter. For one reason, eight millimeter types account for about 90% of the market, from scratch in 1936 when first introduced in this country. Their sales have nearly doubled in the last 10 years.

The price advantage of eight millimeter over the 16 millimeter models is a key reason for their growth in popularity. Eastman Kodak offers an eight millimeter job for \$29.95, advertised as the lowest priced camera "in brownie movie history." Six years ago Kodak movie was \$47.50. Bell & Howell's lowest price camera-projector combination sells for \$109.90 compared with \$393.95 for a similar 16 millimeter combination.

But Bell & Howell's new automatic eight millimeter, launched on the market today, goes for \$169.95, or roughly \$100 more than its present eight millimeter counterpart without the innovation to handle light adjustments.

**Editing Job Reduced**

This higher price is not expected to deter sales of the new model. "If you offer utter simplicity, people will pay for it," claims Mr. Percy of Bell & Howell. He adds, "many users may get back the additional cost of the solar camera within two years just on the film they save. With the solar camera you don't have over-exposed or under-exposed film; so the editing job is vastly reduced."

Eight millimeter film, incidentally, is less than half the cost of 16 millimeter film. For example, if a home movie fan bought his film from a Montgomery Ward & Co. store, he would pay only \$3.39 for enough eight millimeter film to give him the same movie running time as \$9.19 worth of 16 millimeter film. Magazine loaded film runs higher but the advantage here is \$4.08 for the eight millimeter film versus \$11.88 for 16 millimeter film.

On the side of the 16 millimeter equipment, however, is the fact that they produce pictures in sharper detail and that can be shown on large screens. At the same time if eight millimeter equipment is proficiently used, pictures almost as sharp can be screened if held to less than 40-inch-wide projected widths.

**Batteries for 16 Millimeter Cameras**

While Bell & Howell's automatic solar camera is the first eight millimeter to be marketed with this feature, automatic aperture setting devices were introduced on 16 millimeter cameras last year. But they were different in concept. Bell & Howell's 16 millimeter automatic, for example, uses tiny batteries to generate the power for the aperture change rather than selenium plates. But the 16 millimeter automatics cost roughly \$300. Still cameras have had automatic exposure devices for years. In 1938 Kodak was the first U. S. company to market such a still camera, making use of a photo-electric cell to set the opening.

The trend toward automatics in the eight millimeter movie camera field is expected to make sales click even faster than now. Bell & Howell, which is spending \$400,000 on an introductory campaign for its new model, is counting on a 25% jump in its amateur camera and equipment sales this year over last.

And Robert C. Berner, vice president of Keystone Camera, says, "we expect to sell about 10% more cameras in calendar 1957 than in calendar 1956—and last year was the best in our history by far."

"Our sales so far this year are up 16% to 20% over last year in the amateur field," states Mr. DeJure of DeJure-Amco.

**Imported Cameras Gain**

Sales of imported movie cameras have also been rising. Tom Woods, order manager for the Boies division of Paillard Products, Inc., New York, says, "sales this year are triple last year." This Swiss-made camera is the sales leader among imported models. Imports represent a small, but fast growing segment of the overall market. The U. S. imported a total of 37,000 cameras last year versus 18,330 the year before.

Among factors which camera makers cite as contributing to their advancing sales are: Increased leisure time of consumers as a result of shorter work weeks; increased incomes of consumers, with more money now available for luxuries; the rising birth rate; the strong trend toward family activities; and the upswing in vacation spending.

Since 1946 the number of babies born in the U. S. has averaged more than 3,750,000 annually. In the last three years the number has been more than four million—a baby every eight seconds. Today with between 35 million to 40 million children under ten years of age, camera makers have a tremendous market among proud parents. Children are the amateur movie maker's favorite subject.

**Babies Are Main Subjects**

A survey of film processors showed that 63.9% of all films sent to them for finishing are pictures of children under three years old. Films of older children also make up a sizeable percentage of the total. Films of vaca-

tion trips and outings rank next to small fry as movie subjects for the amateur.

As their movie camera sales move upward, manufacturers say their sales of associated equipment have an accompanying rise. It usually works like this: A man buys a movie camera, then adds a projector and screen. Along the way he may pick up a light, or exposure,

meter; a light bar (gadgets to hold indoor lights); a tripod; a film splicer; a collection of film cans and storage containers; and the equipment to put titles on his home movies.

He feels he's all set, but not for long. A tape recorder for sound effects enters. Then he gets dissatisfied with his original camera. He shops for a model, such as the one Kodak offers for \$79.50, which has separate lenses for all three movie views—regular, wide-angle and telephoto. And he may decide to go for the larger picture, switching from eight millimeter, starting the process all over again.

As in nearly all consumer products these days there's an element of factory-encouraged obsolescence at work among cameras. "We're going to make every amateur movie camera user feel that he doesn't have the best unless he has an automatic camera," says Mr. Percy of Bell & Howell.

**High Spending, Lower Prices**

In Chicago, one eight millimeter amateur, who is now shopping for his fifth camera, notes up his investment in movie equipment to \$900 with another \$2,400 laid out for film in the last four years.

Such high spending is going on despite the fact that movie photographic equipment has dropped in price, rather than advanced as most consumer items have, over the past few years. Four years ago the lowest priced projector in the Bell & Howell line was \$189; now, with added features, it's \$49. "Today a customer can buy a camera and projector from

as for \$109, compared with \$300 for the same package five years ago," says Mr. DeJure of DeJure-Amco.

Present home movie fans represent a sizeable market even for replacement sales, say the manufacturers. There are no formal industry statistics but it is estimated that about six million families now have movie equipment, compared with two million in 1950 and under one million in 1940.

**Atlas Corp. Buys Control Of Shiprock Industries**

LOS ANGELES—Atlas Corp. has purchased a 40% controlling interest in Shiprock Industries, Inc. from Jack Sullivan, president of Shiprock. Atlas paid about \$1 million in stock and cash for Mr. Sullivan's shares, an Atlas spokesman said.

Atlas completed the transaction principally because it was interested in Shiprock's 19 producing gas wells and three producing oil wells, the spokesman said.

Most of the wells are located adjacent to Atlas oil and gas properties in the San Juan County Basin of New Mexico. Shiprock also owns tungsten and uranium properties in New Mexico and Colorado, including two tungsten mills in the Sugar Loaf mining district of Colorado.

Mr. Sullivan will resign as Shiprock president and Atlas will assume management, through subsidiaries.

**Reuters United Kingdom Index**

Change Tr. Age High Low High Low

July 23 481.4 -1.8 477.1 484.4 484.4 484.4

High 513.9 513.3 503.3 514.9 503.9

Low 488.1 478.8 478.3 478.9 478.9

**Digest of Earnings Reports**

A summary of corporation reports appears below. Further details of the larger and more widely held companies appear elsewhere in this issue. Unless otherwise noted Federal taxes have been deducted in arriving at net income.

Tuesday, July 23, 1957

Company Period 1957 1956 1957 1956

Aluminum Co. of America 6 mos. June 30 38,038,979 48,615,304 1.79 2.31

American Chicle Co. 6 mos. June 30 1,964,161 1,873,775 1.37 1.18

American Chicle Co. 6 mos. June 30 3,649,294 3,294,895 2.55 2.31

American Ice Co. 6 mos. June 30 118,440 94,349 2.29 2.21

American Ice Co. 6 mos. June 30 121,329 73,997 2.25 2.10

American Steel Foundries 6 mos. June 30 6,133,273 6,709,522 4.76 5.24

Barber Oil 6 mos. June 30 62,524 512,781 .04 .70

Black & Decker Mfg. Co. 6 mos. June 30 4,133,347 3,452,568 4.23 2.80

Bliss & Laughlin, Inc. 6 mos. June 30 1,221,174 1,456,870 1.48 1.77

Bohn Aluminum & Brass 6 mos. June 30 393,601 287,370 1.29 1.54

Bohn Aluminum & Brass 6 mos. June 30 687,741 869,825 1.42 1.25

Buckeye Pipe Line 6 mos. June 30 1,341,933 1,399,142 1.02 1.25

Central Foundry Co. 6 mos. June 30 278,574 322,338 .43 .49

Central Foundry Co. 6 mos. June 30 411,735 513,105 .63 .79

Central Foundry Co. 6 mos. June 30 2,065,042 2,028,375 2.52 2.54



With Their Dollar Worth \$1.05,  
More Canadians Tour United States

Continued From First Page  
Detroit or Buffalo—and get the equivalent of a 5% discount on anything he buys.  
He said Canadian firms are losing "millions" in collecting from U. S. customers who pay in U. S. dollars.

The pulp and paper industry is a particularly heavy loser in that respect, as contracts for newsprint, which American publishers buy in huge amounts from Canadian producers, are ordinarily priced in American currency. When he takes U. S. remittances to his bank, the Canadian paper-maker collects only about 95 cents in Canadian money for each U. S. dollar.

The mining industry takes similar losses in supplying gold, nickel and copper to customers south of the border.  
Consolidated Paper Corp., Ltd., a major newsprint maker, recently reported six months' figures that show the drawbacks in the exchange situation. In the early half of this year, it took a loss of \$1,805,343 on foreign exchange, as compared with a similar loss of only \$250,101 in the first six months of 1956.

**Government Control Resisted**  
Canadian government policy in recent years has been against any large-scale effort to control the exchange rate. Finance ministers have argued that any move to narrow the gap between the two dollar values would call for the purchase of U. S. currency in large amounts. To finance that in Canadian dollars, it's maintained, the Bank of Canada's exchange fund would have to borrow money from the government, which the government eventually would have to borrow from the public at advanced rates.

Even if a substantial exchange operation were feasible, the argument runs, it could hardly be an acceptable policy, for these reasons: Canada has heavy needs for steel, oil, coal and cotton that it now buys from the U. S. at a discount. If the currencies were brought back to par, the Canadian cost of living, now at an all-time high, would shoot up, bringing a trail of wage demands and a dangerous inflationary situation.

The big question in many Canadian minds is how long the present extreme premium of five cents and better is going to continue. Its effect on U. S.-Canadian trade is "hard to gauge" in the short time it has been effective, in the opinion of Stanley Allen, commercial officer of Canada's consulate general in New York.

"So far I doubt whether the exchange situation has affected the movement across the border in major items of trade," said Mr. Allen. But a long-continued five-cent differential, he said, might be a serious threat to Canadian exporters selling in competition with U. S. exporters in overseas markets. It might even offset the tariff preference Canadian firms enjoy in selling to British Commonwealth countries, he fears. As things stand, it takes about 5% more pounds or rupees to pay a bill for \$1,000 Canadian than to pay one for \$1,000 U. S.

On essential items the U. S. has to buy in Canada—newsprint, for instance—Mr. Allen thinks the exchange rate has had little or no effect on trade volume.

In lumber sales to the eastern United States, it has been suggested, continuance of the \$1.05 rate might help U. S. West Coast producers and hurt Canadian producers. At "normal" exchange rates the Canadians, even when U. S. customs duties are figured in, have been able to meet the western competition price-wise, but that's not so easy now.

In addition to tourist travel and big volume foreign trade, there are indications that individual Canadian buying in U. S. border cities has been stepped up by the exchange situation. In theory, at least, the Canadian who lives near the border can go over the line—say to

Detroit or Buffalo—and get the equivalent of a 5% discount on anything he buys.  
He said Canadian firms are losing "millions" in collecting from U. S. customers who pay in U. S. dollars.

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holdings amount to about \$139 million are: Canadian International Growth Fund, Ltd., Investors Group Canadian Fund, Ltd.; Templeton Growth Fund of Canada, Ltd., and United Funds, Canada, Ltd.

U. S.-sponsored investment companies domiciled in Canada must be 95% non-Canadian owned to comply with Canadian law. They place all their earnings back into Canada, taking no dividends out of the country. U. S. investors in these funds pay only the U. S. capital gains tax when they redeem their shares.

Commercial Paper  
Outstanding June 30  
Fell 15% From May 31

New York Reserve Bank Reports  
Total Topped Year Earlier;  
Tax, Dividend Needs Cited

By WALL STREET JOURNAL Staff Reporter  
NEW YORK—The dollar volume of commercial paper outstanding fell by 15% during June compared with May, the Federal Reserve Bank of New York reported.

The month-end total was \$2,452,000,000, off \$233 million from the May level, but \$9 million over June of 1956.

According to the Federal Reserve Bank of New York, the decline "reflected investors' (in commercial paper) needs for cash in June with which to pay taxes and dividends."

Eight large sales finance companies accounted for over 81% of the total commercial paper outstanding at the end of June, just a shade over their percentage at the like time a year ago. Their directly placed paper was off \$294 million or 13% during June, compared with May, but for the year ended June 30, it increased by \$31 million or 2%.

Commercial paper sold to investors through dealers and brokers amounted to \$454 million at the end of June, off \$29 million or 6% from May 31, and \$22 million or 3% lower than in June, 1956.

Commercial paper is the money market term for the promissory notes issued by leading corporations to raise funds. Dealers sell the notes of borrowers in the open market while finance companies place their issues directly with investors.

Two large sales finance companies have been added to the list of reporting firms, bringing the total to eight, the Federal Reserve Bank said. These are Sears Roebuck Acceptance Corp. and International Harvester Corp., both of which began selling their notes directly to investors in 1957. Last month, General Finance Corp. was added to the list.

The other finance companies regularly reporting are Associates Investment Co., C.I.T. Financial Corp., Commercial Credit Co., General Electric Credit Corp. and General Motors Acceptance Corp.

Most recent rate changes by brokers and dealers in commercial paper were completed June 18. Prime four to six months' paper is quoted at 3 1/2%, while paper of less well known concerns is quoted at up to 4 1/4%.

For the largest finance companies, the most recent round of rate changes was completed June 26, since which time they have been quoting 30-day paper at 3 1/2%, 90-to-179 day paper at 3 3/4%, 180-to-259 day notes at 3 1/2% and 260-to-360 day notes at 4%.

## Pittsburgh Consolidation Coal

PITTSBURGH CONSOLIDATION COAL CO. and subsidiaries report for quarter ended June 30:

Earnings per share: \$1.14  
Net sales & revenues: \$1,140,000  
Profit before income taxes: \$1,140,000  
Income taxes: \$1,140,000  
Net income: \$1,140,000  
Common shares: 1,140,000

Six months ended June 30:

Earnings per share: \$1.14  
Net sales & revenues: \$1,140,000  
Profit before income taxes: \$1,140,000  
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Does not reflect acquisition of Peabody Coal Co., Inc. on July 1, 1957. The Pittsburgh Consolidation Coal Co. is a subsidiary of Peabody Coal Co., Inc.

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## Sutherland Paper

SUTHERLAND PAPER CO. reports for quarter ended June 30:

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Net sales & revenues: \$1,140,000  
Profit before income taxes: \$1,140,000  
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## General Contract Corp.

GENERAL CONTRACT CORP. Consolidated report for quarter ended June 30:

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Cattle, Hog Prices Fall

As Receipts Expand,

But Lambs Move Up

By WALL STREET JOURNAL Staff Reporter

CHICAGO—Cattle and hog prices were generally lower yesterday on increased receipts, but lamb marketings remained seasonally light and prices advanced.

High prices attracted a larger-than-expected run of hogs and losses extended to 75 cents a hundred pounds. The top fell 60 cents from Monday's 25-month high of \$22.50, with most losses in lightweight butchers.

The trading pattern in cattle was almost a duplicate of Monday's market. Prime and high choice fed steers were in good demand and prices mostly steady to 25 cents lower, especially for cattle falling in the 1,200-to-1,400-pound range. But other grades and weights were dull and 25 to 75 cents lower. The top on choice steers held at \$27, but the day's best price for prime steers was \$27.50, off from a \$28 high on Monday.

About 60 head of 90-to-105-pound prime native spring lambs reached \$25, the highest price since mid-May and up 50 cents for the day, while most good and choice springers brought \$22.50 to \$24.

SEC Stock Index

WASHINGTON—The Securities and Exchange Commission index of 265 common stocks for the week ended July 19, for the composite and by major industry groups, compared with the preceding week with the high and lows for 1957, is as follows:

(1957 equals 100)

Composite: 1957 1957 High Low

360.9 365.0 -1.1 365.9 322.3

Manufacturing: 468.9 472.5 -1.2 472.5 405.7

Durable Goods: 480.0 483.5 -1.3 483.5 407.1

Non-Durable Goods: 480.0 483.5 -1.3 483.5 407.1

Transportation: 360.9 365.0 -1.1 365.9 322.3

Utility: 195.7 199.2 -1.4 199.2 174.8

Trade, Finance & Serv.: 292.1 291.3 -0.2 291.3 274.8

Mining: 381.6 383.1 -0.4 383.1 340.3

a-New High.

Toronto (Canadian Funds)

MINES & OILS







*Tuesday, July 23, 1957*

**SINCE JANUARY 1**

89%	89	H & O 3% 78	11	81	81
100%	100	Reil T Pa 26	31	101%	101%
124%	124	Roth Sli 34% 90	10	122%	121
90	86	Roth Sli 34% 79	3	87%	87%
91%	86	Roth Sli 2% 76	-2	86	
91%	86	Nordien	1	81	81
58%	48	Bos & M 4% 570M	4	49%	49%
72	66	Bos & M 4% 60	23	67	67
100%	100	Bruck 72 72	15	100%	100%
100%	111%	Burroughs 4% 81	20	122	121%

**C**

101%	98	Can Southern 56%	8	100%	100
101%	98	CaroCAO 40%	3	100%	100%
64%	80	Calinscoe 34 65	5	81	81
79	79	Can Ca. 42%	1	70%	70%

109	90%	GenTelCp	41477	132	103%	103%	181
105%	96%	GenTelCp	4471	7	97%	97%	91
110%	96%	GraceCo	31475	43	107%	107	105
79%	91%	GNRocky	31480N	1	70%	70%	71
<b>H</b>							
151	108	HertzCorp	4470	30	152	150	153
37%	45	qHudMm	ri36381	29	30	49%	30
30%	30	qHudMm	ie 5637f	1	33	33	32
<b>I</b>							
90	88	IntMiner	3.65477	3	97	97	97
125%	106%	ITECtBktr	41482	37	123%	126	125
<b>J</b>							
190	97	JamesF&C	4430	9	97	97	97

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Roch G pl F	7%	1%	Wetex Ut pl	1%
Rolla Rev	15%	16%	Wm Mid pl	133%
Rose Ave	1%	1%	Wm Waco	41%
RyanArc	34%	25%	Westminc	20%
			Whitcol	207%
San Carlos	8%	9%	Wichita	1%
S Diego G Spl	19%	20%	Wilson Resr	1%
S Diego G 4.60p	16%	18%	WisPL pl	9%
Sec Cp Gen	1%	2%	Wood Ind	19%
Shelton	8%	1%	Wood Lnd	28%
Serrick B	13	13%	Woodman	14
SonomaLes	27	27%	WoodLnd pl	13
Star Can	28	43%	Wright	1

Tuesday, July 23, 19

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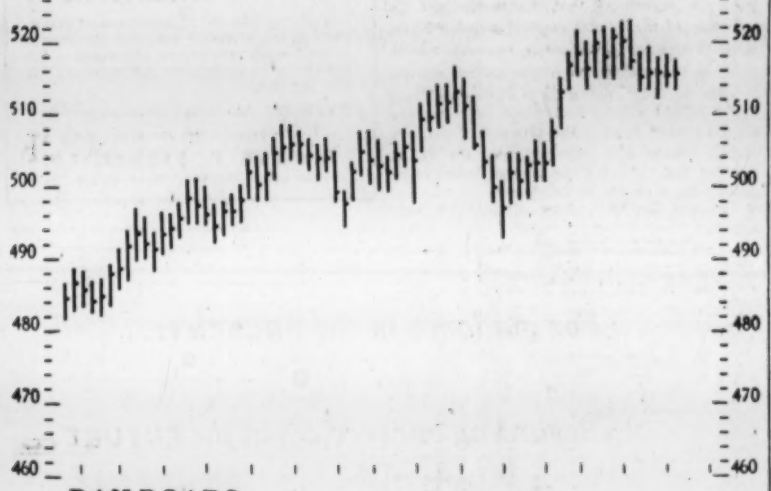


EDITED BY OLIVER J. GINGOLD

## INDUSTRIALS

APRIL MAY JUNE JULY

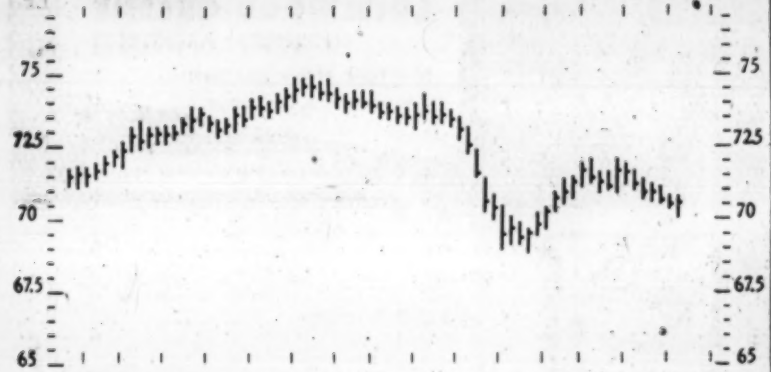
12 18 26 3 10 17 24 31 7 14 21 28 5 12 19 26



## RAILROADS



## UTILITIES



## Daily Volume



Following are the Dow-Jones averages of industrials, railroads and utility stocks with the total sales of each group for the period indicated:

Date	Open	High	Low	Close	Change	%	High	Low	Shares Sold
July 23	515.00	516.00	514.00	515.75	+0.75	+0.14	517.00	513.00	186,700
July 22	514.00	515.00	513.00	515.00	+1.00	+0.19	516.00	512.00	186,000
July 21	513.00	514.00	512.00	514.00	+1.00	+0.19	515.00	511.00	185,000
July 20	512.00	513.00	511.00	513.00	+1.00	+0.19	514.00	510.00	184,000
July 19	511.00	512.00	510.00	512.00	+1.00	+0.19	513.00	509.00	183,000
July 18	510.00	511.00	509.00	511.00	+1.00	+0.19	512.00	508.00	182,000
July 17	509.00	510.00	508.00	510.00	+1.00	+0.19	511.00	507.00	181,000
July 16	508.00	509.00	507.00	509.00	+1.00	+0.19	510.00	506.00	180,000
July 15	507.00	508.00	506.00	508.00	+1.00	+0.19	509.00	505.00	179,000
July 14	506.00	507.00	505.00	507.00	+1.00	+0.19	508.00	504.00	178,000
July 13	505.00	506.00	504.00	506.00	+1.00	+0.19	507.00	503.00	177,000
July 12	504.00	505.00	503.00	505.00	+1.00	+0.19	506.00	502.00	176,000
July 11	503.00	504.00	502.00	504.00	+1.00	+0.19	505.00	501.00	175,000
July 10	502.00	503.00	501.00	503.00	+1.00	+0.19	504.00	500.00	174,000
July 9	501.00	502.00	500.00	502.00	+1.00	+0.19	503.00	499.00	173,000
July 8	500.00	501.00	499.00	501.00	+1.00	+0.19	502.00	498.00	172,000
July 7	499.00	500.00	498.00	500.00	+1.00	+0.19	501.00	497.00	171,000
July 6	498.00	499.00	497.00	499.00	+1.00	+0.19	500.00	496.00	170,000
July 5	497.00	498.00	496.00	498.00	+1.00	+0.19	499.00	495.00	169,000
July 4	496.00	497.00	495.00	497.00	+1.00	+0.19	498.00	494.00	168,000
July 3	495.00	496.00	494.00	496.00	+1.00	+0.19	497.00	493.00	167,000
July 2	494.00	495.00	493.00	495.00	+1.00	+0.19	496.00	492.00	166,000
July 1	493.00	494.00	492.00	494.00	+1.00	+0.19	495.00	491.00	165,000
July 31	492.00	493.00	491.00	493.00	+1.00	+0.19	494.00	490.00	164,000
July 30	491.00	492.00	490.00	492.00	+1.00	+0.19	493.00	489.00	163,000
July 29	490.00	491.00	489.00	491.00	+1.00	+0.19	492.00	488.00	162,000
July 28	489.00	490.00	488.00	490.00	+1.00	+0.19	491.00	487.00	161,000
July 27	488.00	489.00	487.00	489.00	+1.00	+0.19	490.00	486.00	160,000
July 26	487.00	488.00	486.00	488.00	+1.00	+0.19	489.00	485.00	159,000

Averages are computed by dividing prices by the following: Industrials 4.953; Railroads 5.851; Utilities 5.531; 65 Stocks 20.55.

Time	Monday	Tuesday	Wednesday	Thursday	Friday
10:00 to 11:00	380,000	400,000	380,000	380,000	380,000
11:00 to 12:00	400,000	420,000	400,000	400,000	400,000
12:00 to 1:00	380,000	400,000	380,000	380,000	380,000
1:00 to 2:00	400,000	420,000	400,000	400,000	400,000
2:00 to 3:00	380,000	400,000	380,000	380,000	380,000
3:00 to 4:00	400,000	420,000	400,000	400,000	400,000
Total	1,840,000	1,920,000	1,840,000	1,840,000	1,840,000

New 1957 Highs and Lows  
On N. Y. Stock Exchange

Symbol	High	Low	Open	Close	Change	%
Am. Bk. Note	48.00	47.00	47.50	47.50	+0.50	+1.04
Am. Bk. Note	48.00	47.00	47.50	47.50	+0.50	+1.04
Am. Bk. Note	48.00	47.00	47.50	47.50	+0.50	+1.04
Am. Bk. Note	48.00	47.00	47.50	47.50	+0.50	+1.04
Am. Bk. Note	48.00	47.00	47.50	47.50	+0.50	+1.04
Am. Bk. Note	48.00	47.00	47.50	47.50	+0.50	+1.04
Am. Bk. Note	48.00	47.00	47.50	47.50	+0.50	+1.04
Am. Bk. Note	48.00	47.00	47.50	47.50	+0.50	+1.04
Am. Bk. Note	48.00	47.00	47.50	47.50	+0.50	+1.04
Am. Bk. Note	48.00	47.00	47.50	47.50	+0.50	+1.04

Penick & Ford, Ltd., Inc., and subsidiary report for quarter ended June 30:

Item	1957	1956	1955
Earnings per share	\$1.37	\$1.31	\$1.31
Gross profit	\$1,370,000	\$1,310,000	\$1,310,000
Net income before taxes	\$1,370,000	\$1,310,000	\$1,310,000
Net income after taxes	\$1,370,000	\$1,310,000	\$1,310,000
Capital share	\$1,370,000	\$1,310,000	\$1,310,000

Adjusted to reflect 3-for-1 stock split as of March 28, 1955.

NEW YORK—Cartier and Jacquelin and De Coppel & Doreum reported handling the following odd-lot transactions on the New York Stock Exchange July 23:

Symbol	Quantity	Price	Value
Am. Bk. Note	100	\$47.50	\$4,750.00
Am. Bk. Note	100	\$47.50	\$4,750.00
Am. Bk. Note	100	\$47.50	\$4,750.00
Am. Bk. Note	100	\$47.50	\$4,750.00
Am. Bk. Note	100	\$47.50	\$4,750.00

Leading issues scored fractional advances on the New York Stock Exchange yesterday but volume remained under the two million-share level. Chrysler again stood out in the automotive group, adding more than a point to a new high in contrast to pressure felt by General Motors and Ford. Atchison, selling ex-dividend, was an upside feature of the railroad division.

Specialties turned in a mixed performance. International Business Machines, off as much as 10¢ at 338½ in response to announcement of another secondary offering, subsequently rallied to close at 342. Sunshine Mining, down more than a point around mid-session, recovered to close off a minimum fraction. Such recent favorites as Decca and United Artists gave up fractions while Schering was off more than 4 and West Indies Sugar more than 2 at the close.

By contrast, strength was shown in El Paso Natural Gas issues, which rebounded 1½ points each from recent pressure. Superior Oil of California, up 45 to 190, and Hertz, Babcock & Wilcox and Lorillard.

On the American Exchange, Signal Oil, Goodman Manufacturing and Duval Sulphur were up around three points each while Fargo Oil was off a large fraction in active dealings.

Heard on the Street—First half results of General Refractories exceeded those of a year earlier when \$3,292,222, equal to \$2.61 a share, was earned on sales of \$35,134,376, according to a company official. Century Geophysical (over the counter) of Tulsa estimates earnings for the fiscal year ended June 30 rose to \$140,000, equal to 34 cents a share, on sales of \$4,600,000, from \$40,473, or 11 cents a share, on sales of \$3,152,295 the year before. The concern's principal business includes seismic surveys and uranium exploration.

Sales of Audio Devices (American), manufacturer of magnetic tape for recorders and computers, increased 30% and earnings 50% for the six months ended June 30 over the like 1956 period, reports William C. Speed, president. Net sales of \$2,350,000 produced estimated earnings of 25 cents a share compared with sales of \$1,800,000 and earnings of 16 cents a share for the like 1956 interval. Ula Uranium (over the counter) has sold an option on about 15% of its uranium properties to Texas-Zinc Minerals, a jointly owned subsidiary of the Texas Co. and New

Jersey Zinc (American), according to Darrow Thompson, president, who adds that the money will be used to launch an exploratory program covering the remaining 85% of its ore property. The option covers Ula's half interest in Radium King Mines Ltd. (privately controlled). Ula has already received \$87,500 in cash and could get up to \$1,600,000 should Texas-Zinc exercise its option.

Market Views—OPINION: According to Lucien O. Hooper, of W. E. Hutton & Co., "those interested in the railroads at this time might take a look at B. & O. on the theory that it has unusually high leverage, is a dividend increase candidate, might show \$11 or \$12 a share this year before funds and has less unprofitable passenger business than other eastern carriers."

"It seems to Kenneth Ward, of Hayden, Stone & Co., that some further consolidation of the recent advance, or perhaps a further minor setback to around 505-510 in industrials and 150 for railroads, may take place before the averages are again in position to reach new high ground."

Walter G. Bernthal, of Flor, Bullard & Smyth, thinks "it is good insurance for traders to remain on the sidelines or take rather light positions over the next few days in order to be more certain of the major move."

A. M. Kidder commented: "The market has not been getting enough good news or leadership to enable it to attack strong long-term resistance around last year's highs. On the other hand, the manner of its retreat from the old resistance level has been more encouraging than otherwise."

ANALYSIS: Burnham & Co. has prepared a nine-page analytical study of American Seal-Kap. L. F. Rothschild & Co. has a pamphlet report on Columbia Broadcasting. St. Louis-San Francisco Railway has been reviewed by Paine, Webber, Jackson & Curtis.

Staufer Chemical 2nd Quarter Profit Off

Net profit of Staufer Chemical Co. in the second quarter of this year was "slightly less" than the \$4,042,000, or \$1.17 a share, earned on a pro forma basis in the like period of 1956, a company executive told The Wall Street Journal. This brought net profit for the first six months to about \$7 million, or \$2.05 a share, off from \$7,344,000, equal to \$2.12 a share, earned in the first half of 1956, adjusted to reflect the merger in October with West End Chemical Co.

Sales in the second quarter were "about the same" as the \$42.7 million recorded a year earlier on a pro forma basis. For the six months sales totaled a shade over \$79 million, down about 1½% from the \$80,470,000 reported for the first half of 1956.

The company said the slight decline in earnings could be attributed to curtailed demand for titanium tetrachloride, which the company produces for "titanium metal manufacturers, and a lower sales volume in June of agricultural chemicals. Buying in June of chemicals raised in price June 1 was also lighter than anticipated, it was reported.

Although sales of agricultural chemicals suffered in the first half of the year, Staufer officials report that profit margins on the agricultural line have picked up somewhat due to firm prices. In an effort to increase profit margins the company is expanding facilities of the more profitable industrial chemicals and is promoting development of a wider line of specialty products. Staufer also is paying more attention to inventory levels and in some cases has discontinued shipments of agricultural chemicals in small lots, it was noted.

"Promising" is what the firm calls its continuous process for making specification grade titanium metal. The Staufer process reportedly eliminates the use of sodium and magnesium as reducing agents in the chemical extraction of titanium from its chloride compounds. The company says its reducing or "extracting" agent costs about one tenth the price of sodium or magnesium. It was said that the process also could be applied to the recovery of a metal like zirconium, which is used in great quantities in the fabrication of nuclear power reactors. Staufer now is producing titanium on a pilot plant scale, the next step being a "semi-works" plant, where the metal could be produced in semi-commercial volume.

Research in the field of high energy fuel components continues at an "active" level. The company presently is supplying a boron intermediate to one of the firms shipping high-energy boron fuels to the Air Force. It was also said that Staufer is negotiating with the Government for several research contracts covering the development of a new line of boron chemicals to be used as high-energy fuel intermediates. Staufer's West End Chemical division produces borax, starting raw material for boron fuel components.

Company officials said Staufer's expansion program had been pushed back due to several changes in the time table which would lower capital expenditures for 1957 to less than the \$17 million announced in the annual report. No change in expansion plans is contemplated and the company expects to do no new financing.

General American Oil Fiscal Year Net Up

Louisiana and south Texas, General American will continue a basic policy of farming out projects on a net profits basis, he said. This means the outlay of a comparatively small amount of risk capital but participation in the profits of any successful ventures after expenses. The company's expenditure in such work during the current year is likely to be around \$600,000, he said, and possibly double that amount the following year.

The company's production of oil in the year ended June 30 amounted to about 8,500,000 barrels, up about 300,000 from the previous year, according to Frederick H. Connally, vice president and treasurer. New reserves found during the year more than exceeded total production, he said. Crude oil price increases made effective last January accounted for about \$1 million of the \$2 million gain in total revenues in the 1956-57.

In addition to its wholly-owned subsidiary, General American Oil, Ltd., the company's interests in Canada include ownership of more than two million shares, or about 30% of Fargo Oil, Ltd. (American), which is active in exploratory work in Canada. General American also has a 52% interest in an American syndicate working jointly with the Spanish government in searching for oil and gas in Spain. One well, the Almaral No. 1 in Cadiz Province, has found what appears to be a commercial gas show and is awaiting completion, says Mr. Meadows. The syndicate also is planning to carry on its arrangement with the Spanish government on a sizable concession in Spanish Sahara, North Africa, he said.

In the year now starting, for example, the company expects to participate in the drilling of at least 50 wildcat wells, he said, with this number likely to increase to 100 the following year and 150 the year after. Heretofore the company's drilling and redevelopment work has been confined almost entirely to existing wells and field extensions. In moving into exploratory and wildcatting work, largely in south

Wisconsin Power Plans New Financing

Wisconsin Power & Light Co. will enter the market next year for about \$17.5 million in new permanent financing, probably including first mortgage bonds, common stock and preferred stock, C. C. Herrmann, vice president, said in an interview. The new money would be used to pay for the bulk of 1958 construction estimated to cost \$21 million, he added. A \$4,500,000 bank loan will be sought later this year, also for new building.

While earnings for the year "will exceed the 1956 figure of \$1.87 per common share," they "may possibly be a few cents less" than the \$2 predicted earlier this year, he said. He attributed the downward revision to the unexpected advent of daylight saving time in the state, and some minor rate adjustments.

Footnote: For the quarter ended March 31, last, net income was \$22,238 or 32 cents a common share as compared with \$21,019 or 31 cents a common share in the like 1956 period.

## MARKET DIARY

Item	Tues.	Mon.	Fri.	Thurs.	Wed.	Tues.
Issues traded	1,174	1,131	1,130	1,148	1,182	1,182
Advances	361	369	374	404	380	377
Declines	361	432	484	469	431	548
Unchanged	230	270	273	275	351	337
New highs, 1957	26	29	35	30	31	45
New lows, 1957	35	42	28	34	43	35

## DOW-JONES CLOSING AVERAGES

Index	1957	Change	1956	Change
Industrial	515.61	+0.29	513.17	-0.44
Railroads	152.23	+0.07	151.80	+0.43
Utilities	70.37	+0.04	70.34	+0.03

Ex-dividend of Atchison Topoka and Santa Fe Railway Co 30 cents lowered the Rail Average by 0.05.

## TUESDAY

Industrial: 515.61 +0.29 -0.05% 513.17 -0.44 -0.08%

Railroads: 152.23 +0.07 +0.04% 151.80 +0.43 +0.28%

Utilities: 70.37 +0.04 +0.05% 70.34 +0.03 +0.13%

Ex-dividend of Atchison Topoka and Santa Fe Railway Co 30 cents lowered the Rail Average by 0.05.

## Jersey Zinc (American), according to Darrow

Thompson, president, who adds that the money will be used to launch an exploratory program covering the remaining 85% of its ore property. The option covers Ula's half interest in Radium King Mines Ltd. (privately controlled). Ula has already received \$87,500 in cash and could get up to \$1,600,000 should Texas-Zinc exercise its option.

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ANALYSIS: Burnham & Co. has prepared a nine-page analytical study of American Seal-Kap. L. F. Rothschild & Co. has a pamphlet report on Columbia Broadcasting. St. Louis-San Francisco Railway has been reviewed by Paine, Webber, Jackson & Curtis.

Population Shifts Boost Potentials  
of these 14 Selected Stocks

Population growth—suburban and regional movements in population—rise in middle-income purchasing power—and increased productivity—will benefit many industries in expanding markets foreseen for the next 10 to 15 years.

E. F. Hutton & Company's July Market & Business Survey highlights some of the industries which may be the more direct beneficiaries, and presents summary analyses of these 14 favorably situated companies:

Beech-Nut Life Savers, Inc.; American Seating; Lionel Corp.; The Coca-Cola Co.; G. D. Searle & Co.; Clark Equipment; Minneapolis-Honeywell; American Machine & Foundry; Black & Decker; Decca Records; Eastman Kodak; Bank of America; Grand Union; and Puget Sound Power & Light.

You may have a copy of this report without charge. Simply phone for July Survey, or send this announcement to The Manager, Investors' Service Department. No obligation; and no one will call unless requested.

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## Electrical Workers Plan to Ask GE For Unemployment Benefits in 1958

### Top IUE Official Says 100,000 GE Members May Walk Out to Back Up Demands

By LOUIS KRAAR  
Staff Reporter of THE WALL STREET JOURNAL

ATLANTIC CITY, N.J.—The A.F.L.-C.I.O. International Union of Electrical Workers will insist on "something in the form of supplementary unemployment compensation" next year from General Electric Co. and might call a strike of 100,000 G.E. workers to back up its demands, a top union official warned.

John Callahan, head of the union's G.E. conference board, said in an interview, "We don't think job security is limited to supplementary unemployment benefits either. Wages could also enter into the discussions."

The shirt-sleeved labor leader declared that I.U.E. members showed "greater concern about job security because of unemployment in G.E. plants." In May, the union said, current employment in its G.E. bargaining unit was down nearly 11,000 or by more than 10%.

The I.U.E.'s G.E. conference board, representing 70 local unions in that company's plants, is holding a strategy session at this seaside resort. The union's contract with G.E. extends until 1960, but it contains a re-opener clause for discussion next year of employment security.

#### GE Spells Out Position

I.U.E. officials here say next year's discussions on employment security could touch on basic wage rates. But G.E. has said the contract calls merely for a "review" of the layoff benefit question. A 22-page report by the union's negotiating committee spells out G.E.'s stated position to date.

Informal, regular talks between G.E. officials and the 10-man union negotiating committee which were started in 1955 when the current contract was signed were discontinued five months ago, according to Mr. Callahan. These talks dealt solely with administering the terms of the contract, he said.

"They (G.E.) never objected to the talks, but we did not like the tone of the meetings. We don't want just a social get together. The company was talking out of both sides of its mouth so we quit," Mr. Callahan said.

I.U.E. representatives here, however, have urged the committee to resume talks with the company in preparation for formal negotiations in 1958. The union would prefer to begin talks prior to next year but G.E. is reluctant, the union said.

#### Carey Addresses Group

James B. Carey, I.U.E. president, spoke briefly before leaving for Washington. He advocated a meeting of labor representatives from G.E. plants in other countries to examine the company's international employment standards. Without being any more specific Mr. Carey declared, "We want a secure income for the people who produce the goods. Cor-

diner (R. J. Cordner, president of G.E.) and Boulware (L. R. Boulware, vice president) have it. Why not the productive workers?"

The union strategy is not to talk specifically of contract demands but several clear indications of what the I.U.E. will seek are evident here. Already union officials are talking in terms of a company payment into a fund of five cents an hour which they say "could provide a good S.U.B. program during periods of layoffs." The union maintains such a program would cost the company \$18 million before taxes and about \$7 million after taxes. This would amount to 2.8% of profits before taxes and 2.7% of profits after taxes, they say.

#### Union Sought Guarantees Before

In 1955 the I.U.E. unsuccessfully sought a company guarantee to every worker with a year's seniority of not less than the equivalent of the pay he normally earns in 48 weeks at 40 hour week pay rates. Payment, the union said then, should be financed by company contributions to a fund equal to 5% of the pay roll.

Union officials here—both formally and informally—speak strongly of the coming contract talks. Local representatives gathered in a humid meeting room of the Hotel Ambassador condemned G.E. for using "weapons of smear and guilt by implication" to fight organizing campaigns. The union contends the company used "limited wrongdoings" in a few labor organizations to fight I.U.E. organizing efforts.

The separate I.U.E. contracts with Westinghouse also contains a reopener clause on employment security for next year. The G.E. union representative here made a point of going on record in support of the union's Westinghouse members.

### Gar Wood Industries Wins \$10 Million Army Pact for Crane Shovels

By a WALL STREET JOURNAL Staff Reporter

WASHINGTON—The Army awarded Gar Wood Industries, Inc., Wayne, Mich., a \$10,537,703 contract for truck-mounted crane shovels. Another Army contract, for \$9,076,680 of tractors, went to International Harvester Co.'s construction equipment division at Melrose Park, Ill.

Other Government contracts were awarded to:

Food Machinery & Chemical Corp., San Jose, Calif., \$5,557,960 from the Army for tracked armored vehicles plus a \$1,207,373 Army contract for parts for missile vehicles; Collins Radio Co., Cedar Rapids, Iowa, \$4,700,743, Navy, for electronic equipment; Admiral Corp., Chicago, \$4,560,790, Navy, for electronic equipment; Kurz & Root Co., Appleton, Wis., \$4,138,896, Army, for electric generators, plus a \$3,116,748 Army contract for additional generators; U. S. Hoffman Machinery Corp., \$3,935,061, Army, for chemical shells;

Stewart & Stevenson Service, Houston, Texas, \$3,506,068, Army, for generators; Otis Elevator Co., New York, \$2,988,716, Navy, for airplane elevator machinery; Davey Compressor Co., Kent, Ohio, \$2,606,197, Army, for shop equipment repair parts; Goodyear Aircraft Corp., Akron, Ohio, \$2,183,296, Navy, for design and development of training devices; A.C.F. Industries, Inc., \$2,087,036, Air Force, for bomb cradles and trailers;

C.E.M.O. Industries, Inc., Gallion, Ohio, \$1,987,409, Army, for lubricating and servicing equipment; Boyertown (Pa.) Auto Body Works, \$1,953,725, Army, for mobile shop equipment; Kaiser Aluminum & Chemical Corp., New York, \$1,824,660, Army, for cable reels and assemblies; Oakkosh (Wis.) Motor Truck, Inc., \$1,679,250, Army, for snow plows; Caterpillar Tractor Co., Peoria, Ill., \$1,496,356, Army, for tractors; United States Motors Corp., Oakkosh, Wis., \$1,366,822, Army, for generators; Continental Motors Corp., Detroit, \$1,320,960, Army, for gasoline engines;

John R. Hollingsworth Corp., Clifton Heights, Pa., \$1,255,776, Army, for generators; Winpower Mfg. Co., Newton, Iowa, \$1,108,912, Army, for generators; Luria Steel & Trading Corp., New York, \$1,073,800, Air Force, for modification of wing hangars; Correct Craft, Inc., Orlando, Fla., \$1,053,428, Army, for assault boats, and Aircraft Radio Corp., Boonton, N. J., \$1,037,007, Navy, for radio set parts.

### General Transistor Says Second Quarter Profit Doubled 1956 Period

By a WALL STREET JOURNAL Staff Reporter

NEW YORK—Sales and earnings of General Transistor Corp. for the second quarter, ended June 30, are expected to be reported at more than double those of the similar period last year, Herman Fialkov, president, told the New York Society of Security Analysts.

He predicted earnings of \$77,000, or 25 cents a share, in the second quarter this year, up from \$36,800, or 12 cents a share, in the corresponding period last year.

Sales for the quarter he estimated at \$730,000, up from \$210,277 last year. Earnings for the half would then be \$127,225, or 43 cents a share, an increase from the similar period's figures last year of \$78,000 or 26 cents a share. Sales in the half were put at \$1,240,000, up from \$364,000 in the 1956 first half.

The improvement will continue, he said, in the remaining two periods of the year. For the third quarter, he foresaw sales of \$900,000 and in the fourth \$1,250,000. Sales for the last half of last year were \$767,748.

Earnings, allowing for a planned increase in research and development, should be about 10% of sales, he said, or 30 cents a share in the third period and 40 cents a share in the final period.

### Price of Platinum Reduced At Least \$5 an Ounce to \$87

NEW YORK—The price of platinum has been reduced at least \$5 an ounce to \$87. The \$87 price was quoted by a large dealer yesterday; some other dealers indicated their prices may even be shaded a bit more than that.

The decline from \$92 an ounce, a price which had held since a \$6 cut March 1, was ascribed to increased imports of the precious metal, a seasonal decline in both industrial and jewelry makers' demand and a build-up in dealers' stocks.

### Richfield Oil Says Test Drilling in Alaska Struck Oil Sand at 11,140 Feet

By a WALL STREET JOURNAL Staff Reporter

LOS ANGELES—Richfield Oil Corp. announced that its Swanson River Unit No. 1 in Alaska, drilling at 11,140 feet encountered oil and sand. From the 30-foot interval tested between 11,140 feet and 11,170 feet, the well flowed at an estimated rate exceeding 200 barrels daily of 31 gravity oil.

The Swanson River Unit is located on the Kenai Peninsula in Alaska about 46 miles southwest of Anchorage.

The unit embraces 71,600 acres of Federal land, of which Richfield owns 69½% and is the unit operator. Additionally, Richfield said it has a substantial land position on the Kenai Peninsula outside of the Swanson River Unit.

"Alaska has long been known as a petrolierous region. Many oil shows have been encountered in wells drilled in other areas of Alaska although no oil of consequence has been produced to date," Charles S. Jones, president, said.

"It is not possible from the present status of the Swanson River Unit No. 1 well to appraise the significance of the test," he added. The well is drilling ahead.

### British Petroleum Co., Shell Group to Dispose Of Operations in Israel

By a WALL STREET JOURNAL Staff Reporter

LONDON—Royal Dutch Shell Group and British Petroleum Co. are planning the disposal of their jointly-owned marketing interests in Israel. It was stated that the marketing operations there for the last year have not been commercially attractive. They did not indicate the size of the operations.

No decision has been reached on the future plans for the jointly-owned refinery at Haifa.

### Speed Queen Lifts Prices On Washers, Dryers 2% to 3%

NEW YORK—Speed Queen division of McGraw-Edison Co. announced price increases of 2% to 3% on its 1958 line of washers and dryers.

The new line of washers includes an automatic rinse conditioner which automatically adds powder or liquid conditioners, such as moth proofers, to the rinse water at the proper time; a wash and wear switch which eliminates the spin cycles, and a hinged top for easier servicing.

### Alcoa's Indicated Net Fell in Second Quarter To 92 Cents a Share

#### Figure Was \$1.16 a Year Ago; Reported Sales and Earnings For First Half Also Dropped

By a WALL STREET JOURNAL Staff Reporter

PITTSBURGH—Aluminum Co. of America's indicated second quarter net and its reported first half earnings dropped sharply compared with the like periods in 1956.

For the three months ended June 30 net income of \$19,444,893, or 92 cents a share on 20,576,372 common shares was indicated. This compared with a 1956 indicated second quarter net of \$24,328,042, or \$1.18 a share on 20,490,366 common shares then outstanding.

The company reported first half sales and operating revenues totaling \$433,359,719 and net income of \$38,038,979, or \$1.79 a share on 20,593,329 common shares outstanding. For the like six-month period in 1956 the company reported total sales and revenues of \$443,201,723 and net income of \$48,615,304, or \$2.31 a share on 20,490,366 common shares then outstanding.

ALUMINUM CO. OF AMERICA and subsidiaries report for the months ended June 30:

	1957	1956	1955
Sales & operating revs.	\$433,359,719	\$443,201,723	\$411,841,060
Profit before income tax	74,498,617	106,728,391	88,797,397
U. S. & foreign inc. tax	26,459,638	32,113,087	24,397,140
Net income	48,038,979	74,615,304	64,398,157
Common shares	20,576,372	20,490,366	20,378,327
After preferred dividends			
For the quarter ended March 31, last, net income was \$18,204,686 equal to 87 cents a common share as compared with \$24,328,042, or \$1.18 a common share in the like 1956 period.			

### Socony Mobil Orders Five Supertankers From Swedish Shipbuilder

By a WALL STREET JOURNAL Staff Reporter

NEW YORK—Socony Mobil Oil Co. has signed a \$45 million contract with a Swedish shipbuilding concern for five new supertankers of 48,600 tons each.

This brings to 16 the number of new tankers now being built or on order for Socony Mobil. They represent an investment of more than \$140 million and a combined tonnage of 680,000 deadweight tons.

The contract was signed by Mobil Tankships, a wholly-owned Socony subsidiary, and the firm of Eriksholms Mekanska Verkstads Aktiebolag of Gothenburg. It calls for deliveries between 1960 and 1963.

### Pancoastal Holders Vote Capitalization Increase To Six Million Shares

Special to THE WALL STREET JOURNAL

CARACAS, Venezuela—Pancoastal Petroleum Co. announced that shareholders of the company at the annual meeting approved proposal to authorize an increase in capitalization to six million shares from four million shares.

John S. Bailey, president of Pancoastal, said that 1,307,374 shares had voted in favor and 901,553 shares against the proposal.

Mr. Bailey also reported that the voting trustees had reflected the present board of directors for a period of two years. Lehman Brothers, New York investment

banking firm, opposed the proposal to increase the shares. It contended the company had not given information necessary to make a reasonable judgment on the proposition.

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